

PROMPT 1: What do we need to do to make Loudoun County an even better community in the future?

Listening & Learning Round Input: Envision LOUDOUN

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
422	Campaign on "what's great about Loudoun", especially for Sterling and Leesburg	Jobs and Businesses		Business/Employment Attraction	
984	Control visit Loudoun ideas; consider the import	Jobs and Businesses		Business/Employment Attraction	
1358	Clearer relationship between east and west, maximize complementary relationship (tourism, economic development).	Jobs and Businesses		Business/Employment Attraction	
1398	Attract more employers/jobs to Loudoun Co.	Jobs and Businesses		Business/Employment Attraction	
1399	Attract young employees to Loudoun Co.	Jobs and Businesses	People	Business/Employment Attraction	Millenials
1436	Continue to attract business with lower power support	Jobs and Businesses		Business/Employment Attraction	
1507	Bring in companies to build more offices to create more jobs.	Jobs and Businesses		Business/Employment Attraction	
2198	Robust, hi-tech Loudoun County marketing campaign	Jobs and Businesses		Business/Employment Attraction	
2290	Continue to attract businesses	Jobs and Businesses		Business/Employment Attraction	
2606	Create business environment that is friendly to entrepreneurs and startups	Jobs and Businesses		Business/Employment Attraction	
2638	Business and community incubators around county in targeted areas	Jobs and Businesses		Business/Employment Attraction	
3067	Business development should be moderated in many ways. I am particularly opposed to tax or other financial incentives given to private entities to locate within the county.	Jobs and Businesses		Business/Employment Attraction	
3518	Designate high density Innovation Districts with abundant mixed use capacities, uses and massing to recognize modern usage and an abandonment of Euclidian zoning. Rt 606 Metro is prime target area.	Jobs and Businesses	Built Environment	Business/Employment Attraction	Mixed-use development
284	More diversity in YOB opportunities; manufacturing jobs, etc.	Jobs and Businesses		Business/Employment Diversity	
542	Not every business relocated here should be the mold; need affordable housing for work force	Jobs and Businesses	Housing	Business/Employment Diversity	Affordability
665	Continue to balance the economy; create new jobs; foster diversity and balance infrastructure	Jobs and Businesses	Community Infrastructure	Business/Employment Diversity	Extension Planning & Considerations
1180	Well balanced and diverse economic base (to include both data centers/agriculture/small business)	Jobs and Businesses		Business/Employment Diversity	
1197	Expand the mix of available job opportunities including federal jobs into more professional, consulting service - oriented jobs. Higher paying jobs	Jobs and Businesses		Business/Employment Diversity	
1824	Policies that promote a diverse economy--Live, Work, Play	Jobs and Businesses		Business/Employment Diversity	
2108	Need broader job opportunities	Jobs and Businesses		Business/Employment Diversity	
2344	More diversity of business types (more manufacturing away high tech data centers)	Jobs and Businesses		Business/Employment Diversity	
2556	More diverse business income, instead of data centers. What will we do with empty data centers when they are outdated	Jobs and Businesses		Business/Employment Diversity	
2596	Create a more diverse business environment	Jobs and Businesses		Business/Employment Diversity	
2597	More diversity in jobs, look to manufacturing and "making things"	Jobs and Businesses		Business/Employment Diversity	
2724	Attract businesses other than just data centers, to set up shop in Loudoun County.	Jobs and Businesses		Business/Employment Diversity	
3510	Allow auto and home sharing business models, such as Uber and Airbnb, to thrive in Loudoun, especially Western Loudoun, where there are fewer places to stay and many beautiful homes and estates could serve tourists and visitors.	Jobs and Businesses		Business/Employment Diversity	
246	Makers space (shared tools) (NOVA labs) maker smith R&D, business type development	Jobs and Businesses		Business/Employment Opportunity	
349	Regional workplace centers; next-gen work spaces; technet; shared spaces	Jobs and Businesses		Business/Employment Opportunity	
455	Draw large business to the county, increase job opportunities	Jobs and Businesses		Business/Employment Opportunity	
503	Increase employment opportunities/"cooperative work spaces"	Jobs and Businesses		Business/Employment Opportunity	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
714	Bring in industrial that provide a living wage (not just Data centers)	Jobs and Businesses		Business/Employment Opportunity	
765	Innovating policies to encourage business environment (incentives and tax etc.)	Jobs and Businesses		Business/Employment Opportunity	
778	Policies to attract and expand global business	Jobs and Businesses		Business/Employment Opportunity	
851	River economy - good financial opportunity ; good high quality facilities good	Jobs and Businesses		Business/Employment Opportunity	
902	Advance Loudoun as a high tech center (electric, engineering, science, cyber security); university level	Jobs and Businesses		Business/Employment Opportunity	
940	See more business parks to get more business in County to increase tax base and provide jobs	Jobs and Businesses		Business/Employment Opportunity	
946	More commercial jobs	Jobs and Businesses		Business/Employment Opportunity	
1049	Encourage 2nd and 3rd shifts for bigger businesses/offices; encourage telework county wise	Jobs and Businesses		Business/Employment Opportunity	
1166	Need to face market realities	Jobs and Businesses		Business/Employment Opportunity	
1251	High tech jobs, science, healthcare, keep jobs here for kids	Jobs and Businesses		Business/Employment Opportunity	
1322	Want Old Ox to be major employment corridor, consider tax incentives	Jobs and Businesses		Business/Employment Opportunity	
1339	Bring more corporations to Loudoun to create more jobs.	Jobs and Businesses		Business/Employment Opportunity	
1410	Attract technology sectors for education and jobs	Jobs and Businesses	Lifestyle	Business/Employment Opportunity	Education
1428	Office and jobs more central in Loudoun County [away from East Loudoun and Fairfax]	Jobs and Businesses		Business/Employment Opportunity	
1451	Encourage office, light industrial, commercial	Jobs and Businesses		Business/Employment Opportunity	
1616	Winery - don't use environmental factors to decide what we allow in Loudoun County with business	Jobs and Businesses		Business/Employment Opportunity	
1829	May never be any better than it is now-growth pressure will come-so be business-friendly, creative development opportunity, low rise, land owner rights, protect water, protect slopes and ridges	Jobs and Businesses	Environmental and Agriculture Heritage	Business/Employment Opportunity	Conservation/Protection of Natural Land
1844	Business and school partnerships	Jobs and Businesses	Lifestyle	Business/Employment Opportunity	Education
1974	Education about where jobs in county are and make sure they are located in zoning appropriate areas. Hard to believe 50% working in county.	Jobs and Businesses		Business/Employment Opportunity	
1978	Support creative and new ideas to support new economies	Jobs and Businesses		Business/Employment Opportunity	
2069	support more business and less residential development	Jobs and Businesses		Business/Employment Opportunity	
2178	Self-sustaining jobs in Loudoun County to reduce commute	Jobs and Businesses		Business/Employment Opportunity	
2183	Jobs in Loudoun to reduce commute; better inter(nova) transportation	Jobs and Businesses	Transportation System	Business/Employment Opportunity	Roadway Dev./Improvement
2219	Datacenters don't bring a lot of jobs. Office?	Jobs and Businesses		Business/Employment Opportunity	
2387	More businesses near Dulles airport	Jobs and Businesses		Business/Employment Opportunity	
2420	Better employment opportunities for County residents	Jobs and Businesses		Business/Employment Opportunity	
2491	Less empty warehouses and businesses	Jobs and Businesses		Business/Employment Opportunity	
2605	Leverage technology and internet network to build jobs in Loudoun	Jobs and Businesses		Business/Employment Opportunity	
2617	More Class A office space in Loudoun (specifically around metro station)	Jobs and Businesses		Business/Employment Opportunity	
3118	Loudoun has a sizable Science and Technology related professionals residing in the county. We should use it to our advantage. We should provide incentives and aggressively promote companies and institutions in Science, Technology and IT in both Federal and commercial sector to move/setup offices and educational institutions in Loudoun. The incentives provided will automatically pay off in long run.	Jobs and Businesses		Business/Employment Opportunity	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
3514	Create a database for young people seeking summer jobs and work in Loudoun so property owners and small business owners can search for candidates for summer, part-time, and full time jobs. The in-person Youth Job Fair is a good idea -- those individuals seeking work, their areas of interest, and their resumes (when provided) should be compiled for an electronic database that can be accessed by people in Loudoun looking for labor.	Jobs and Businesses	People	Business/Employment Opportunity	Youth
769	"Welcome the new, protect the old" - "ONE vibrant community"	Jobs and Businesses		Business/Employment Opportunity	
1369	Loudoun needs to decide "what it wants to be when it grows up". Will we continue to be a bedroom community.	Jobs and Businesses		Business/Employment Opportunity	
2187	County should be welcoming, not walled-off	Jobs and Businesses		Business/Employment Opportunity	
195	How do we get more jobs in Loudoun - helps traffic by staying here; live and work here - better jobs	Jobs and Businesses		More jobs	
222	Promote economical new/jobs growth in the county - attract jobs for live and work in county	Jobs and Businesses		More jobs	
579	Needs to continue to do a good job creating jobs; coordinate with Fairfax corridor	Jobs and Businesses		More jobs	
598	Need to encourage economic development to attract jobs	Jobs and Businesses		More jobs	
1243	Create more jobs locally	Jobs and Businesses		More jobs	
1250	More federal jobs bid in Loudoun so they don't commute to DC	Jobs and Businesses		More jobs	
2477	More businesses and jobs here (reduce traffic)	Jobs and Businesses		More jobs	
2535	More jobs brought to Loudoun County but not at a cost to the character of County	Jobs and Businesses		More jobs	
2775	bring more office jobs could potentially lighten the traffic on the roads for people commuting to Fairfax and DC	Jobs and Businesses	Transportation System	More Jobs	Congestion
2818	Loudoun needs to focus more on bringing more businesses to the county vs. the addition of additional housing. Housing should be limited for the near future until a significant business tax base is implemented that will help support the costs of our already overburdened public schools, police, fire and rescue. This will also help alleviate the private tax burden we are currently incurring.	Jobs and Businesses	Housing	More Jobs	More housing
2895	More employment, less housing and retail.	Jobs and Businesses		More Jobs	
2908	More commercial development, less residential development.	Jobs and Businesses		More Jobs	
3126	Please bring more companies which creates lot of jobs into Ashburn area instead of keep building data centers.	Jobs and Businesses		More Jobs	
524	Fact-based realism on work force estimates	Jobs and Businesses		Planning and management	
1340	These corporations should pay salaries commensurate to standard of living.	Jobs and Businesses		Quality jobs	
1405	Offer salaries that support the cost of living; affordable housing	Jobs and Businesses	Housing	Quality jobs	Affordability
1930	Jobs that are not minimum wage; can't afford to live in county and work for minimum wage; potentially save traffic issues if not commute.	Jobs and Businesses		Quality Jobs	
2804	Bring more jobs (professional and white collar) to Loudoun so less people have to commute out of the area. Control where data centers are being built. There are some going up too close to the Metro to allow for residential growth.	Jobs and Businesses		Quality Jobs	
3019	Lobby for a large Federal Office to relocate or expand to Loudoun County (such as FBI, HLD, DOD, etc). Many of the higher paying federal jobs are in DC but due to expansion and age of some of the original facilities, many Gov organizations are looking for new geographic areas that take advantage of transportation infrastructure. I believe that Loudoun County is taking advantage of the tech industry expansion but limiting economic expansion to one sector comes with risk. In order to mitigate the risk, diversification into another area (public sector jobs) is prudent and in the best interests of the residents. Several additional positive aspects of this effort besides the diversification is the reduced stress on the public transit system, increased average annual salary and also lower turnover since federal employees tend to stay at their jobs longer. Moreover, there would be a tighter connection to the Federal Government with corresponding recognition of what Loudoun has to offer.	Jobs and Businesses		Quality Jobs	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
3210	I have lived in Loudoun since my parents moved here in 1974 and continue as an adult to not be able to secure a high-paying job in Loudoun. I have to travel East in order to obtain C-suite positions. I am in the real estate development industry, and even with the continued building in the County, major builders and developers are not moving their corporate offices here. There are only a handful of small developers situated in Loudoun. While small business and tech are important, the County needs to expand its focus and appeal to many other industries in order the fill the millions of square footage it required for the upcoming commercial space at the metros and surrounding developments. Thank you.	Jobs and Businesses		Quality Jobs	
176	Less commercial space with so much vacant	Jobs and Businesses		Retail and service options	
201	More restaurants	Jobs and Businesses		Retail and service options	
427	Would like to see more retail and services	Jobs and Businesses		Retail and service options	
555	Fine dining tax incentive - attract fine dining market with incentives	Jobs and Businesses		Retail and service options	
1007	No more grocery stores, banks in Leesburg; its excessive	Jobs and Businesses		Retail and service options	
1187	Increase the number of restaurants and retail around South Riding (preferable, small business, mom and pops)	Jobs and Businesses		Retail and service options	
1223	Rethink diversity; planned retail development	Jobs and Businesses		Retail and service options	
1362	More restaurants (good ones) in Dulles south area	Jobs and Businesses		Retail and service options	
1452	Provide diversity retail	Jobs and Businesses		Retail and service options	
1472	More Mexican and Chinese restaurants	Jobs and Businesses		Retail and service options	
1473	More stores with eye glasses and sunglasses	Jobs and Businesses		Retail and service options	
1474	More orthodontists	Jobs and Businesses		Retail and service options	
1479	More book stores	Jobs and Businesses		Retail and service options	
1481	More shopping complexes close to house (mixed use)	Jobs and Businesses		Retail and service options	
1484	More clothing stores	Jobs and Businesses		Retail and service options	
1499	Car stores that sell more electric cars to stop pollution	Jobs and Businesses		Retail and service options	
1521	More chocolate, gumball and candy stores	Jobs and Businesses		Retail and service options	
1522	More video game stores.	Jobs and Businesses		Retail and service options	
1551	Need more shops nearby (Lovettsville), also amenities	Jobs and Businesses		Retail and service options	
1749	No commercial development at 287 and Rte. 7 bypass	Jobs and Businesses		Retail and service options	
1819	encourage commercial development with vernacular character	Jobs and Businesses		Retail and service options	
2165	More small independent restaurants and stores, like Leesburg. See this county-wide.	Jobs and Businesses		Retail and service options	
2220	No more storage facilities	Jobs and Businesses		Retail and service options	
2225	Cascades marketplace is ok, reinvest in Sterling Park Mall	Jobs and Businesses		Retail and service options	
2644	Measures to prevent empty retail space through smart planned growth	Jobs and Businesses		Retail and service options	
2661	Add a gas station in Brambleton. [The closest gas station is by the Ashburn Health Plex.]	Jobs and Businesses		Retail and service options	
2663	Add a gas station in the around by the Dulles Wegmans. This area is typically gridlocked by rush hour, and the nearest station is by Ice Rink Plaza (which can take up to 20 minutes to reach from this intersection in rush hour traffic).	Jobs and Businesses		Retail and service options	
2665	Add a grocery store in Lovettsville. The closest grocery store for the residents is in New Brunswick, MD or Purcellville.	Jobs and Businesses		Retail and service options	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
2709	Increase quality non-chain restaurants/social gathering locations and organic focused grocery stores (Whole Foods, Wegmans, Fresh Market) in the southern Loudoun area (South Riding/Aldie/Stone Ridge).	Jobs and Businesses		Retail and service options	
2743	Encourage small business - new restaurants not chains	Jobs and Businesses		Retail and service options	Small Business
2779	More gas stations in the Brambleton area.	Jobs and Businesses		Retail and service options	
2803	More restaurants	Jobs and Businesses		Retail and service options	Small Business
2841	I live 2 miles outside of Lovettsville.... I respect the whole aspect of rural livingBut I commute outside to do all my shopping. It would be very help to have 24 Harris teeter off of Berlin turnpike. It is highly recommend... We live in a day in time where technology is evolving. Lovettsville is a beautiful place. A coffee shop and Gas station would be amazing. Most importantly can rural Lovettsville off of Bolington road get high speed internet. Thank you!!!	Jobs and Businesses	Community Infrastructure	Retail and service options	Internet / Telecommunications
2887	add more dining options to South Riding	Jobs and Businesses		Retail and service options	
2971	More roads with retail and shopping, between Ashburn and Leesburg is badly needed. Sycolin Road area should be greatly expanded	Jobs and Businesses		Retail and service options	
3005	More grocery stores and gas station. They are too far and not enough competition. So much development. Preserve open spaces.	Jobs and Businesses	Environmental and Agriculture Heritage	Retail and service options	Conservation/Protection of Natural Land
3485	Growth of commercial areas should be controlled. "Big box stores" should not be allowed in Western Loudoun.	Jobs and Businesses		Retail and service options	
930	Encourage rural economy	Jobs and Businesses		Rural Economy	
47	Commercial services for areas like evergreen mill and Ryan Rd. (i.e. gas stations)	Jobs and Businesses		Service Market	
1622	Shopping in Leesburg - help historic Leesburg - cut traffic on King and Market & Loudoun streets - pedestrian zone	Jobs and Businesses	Transportation System	Service Market	Active Transportation
92	Develop more small and mid-sized tech businesses	Jobs and Businesses		Small Business	
167	Opportunities for small business owners/limit large companies	Jobs and Businesses		Small Business	
280	Focus on supporting small businesses (didn't start business in Middleburg...dying)	Jobs and Businesses		Small Business	
383	Robust small business incentives	Jobs and Businesses		Small Business	
397	More diversity; support local, smaller businesses; in addition to big boxes	Jobs and Businesses		Small Business	
640	Tiny businesses make it easier for small business, zoning legislation for favor small business	Jobs and Businesses		Small Business	
1080	Small businesses are great - these must stay in Loudoun's future	Jobs and Businesses		Small Business	
1652	Provide help to start-up small businesses; public/private partnership	Jobs and Businesses		Small Business	
1818	Support small business location in existing structures	Jobs and Businesses		Small Business	
1884	Attract small and medium size companies	Jobs and Businesses		Small Business	
1889	Less chains more local	Jobs and Businesses		Small Business	
2070	Encourage local and small business over big box/corporate business	Jobs and Businesses		Small Business	
2096	Support small businesses with incentives	Jobs and Businesses		Small Business	
2097	No more chain stores!!	Jobs and Businesses		Small Business	
2098	Find ways to make shopping local affordable for small businesses	Jobs and Businesses		Small Business	
2349	Small business close to residential areas (7-eleven)	Jobs and Businesses		Small Business	
2538	Continue to encourage small businesses	Jobs and Businesses		Small Business	
2636	Support local businesses and historic and retail options rather than chains. Unique and livable	Jobs and Businesses		Small Business	
2637	Exception for boutique businesses, hotels etc. (e.g.. By-right for farm to table)	Jobs and Businesses		Small Business	
2654	Encourage and protect small businesses and artisans. Particularly agricultural ventures.	Jobs and Businesses		Small business	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
2740	Provide more free opportunities for new small business owners to interact with successful, tenured owners that can provide strong and sound business advice and contacts. You could have current chambers of commerces, bni and other networking groups fund these events and support these new entrepreneurs into these wonderful communities. There seems to be a guarded and clique groups established that although are friendly, they are not necessarily willing to bring on newcomers.	Jobs and Businesses		Small Business	
2807	More small business. We are losing what makes Loudoun special.	Jobs and Businesses		Small Business	
3138	To encourage more professional businesses to start their companies here. We need more jobs that pay better in the county.	Jobs and Businesses		Small Business	Quality Jobs
3227	We need it to be easier to start and maintain a small business in Loudoun County, perhaps through more tax credits.	Jobs and Businesses		Small Business	
3481	Similar to the data center program, create a development package that provides incentives and support for independent (non chain) restaurants, stores, and other consumer based establishments to make our walkable districts more appealing.	Jobs and Businesses		Small Business	Retail and service options
3498	Continued development of business incubators and accelerators in the County that will allow for and encourage collaboration and innovation by providing office space where entrepreneurs and innovators can work together and share ideas, and where small businesses have the opportunity to grow stronger and more quickly.	Jobs and Businesses		Small Business	
96	Diversity tax base	Jobs and Businesses		Tax Base	
97	Carton tax/electric tax on data centers	Jobs and Businesses		Tax Base	
323	Need to insure economic development is strong and vibrant	Jobs and Businesses		Tax Base	
450	Continue strong economic development to prevent tax increases	Jobs and Businesses		Tax Base	
754	Loudoun County to diversify tax base. Would like electricity tax on data centers so not so dependent on residential tax	Jobs and Businesses		Tax Base	
1341	Keep a balanced tax base (commercial, business, industrial); too much burden on residential.	Jobs and Businesses		Tax Base	
3091	Allow for well-planned business growth to increase the commercial tax base and lessen the burden of our home-owning citizens.	Jobs and Businesses		Tax Base	
304	Consider changing tax structure for property tax; change tax rate	Jobs and Businesses		Tax Base	
499	How to pay for everything (developers; businesses; public bonds)	Jobs and Businesses		Tax Base	
647	County govt. to maintain the debt so we don't pay a lot of interest. Debt to a modest level.	Jobs and Businesses		Tax Base	
697	Western Loudoun is tax positive! Eastern tax negative!	Jobs and Businesses		Tax Base	
704	Impact fees for new development (homebuyers)	Jobs and Businesses		Tax Base	
870	Individuals should not pay the same fees as developers	Jobs and Businesses		Tax Base	
953	Adjust tax base to make it affordable for retirees	Jobs and Businesses		Tax Base	
1213	Fiscally responsible county management.	Jobs and Businesses		Tax Base	
1871	Review Loudoun County Proffers make sure communities connect.	Jobs and Businesses		Tax Base	
1882	Maintain reasonable taxes so people can remain	Jobs and Businesses		Tax Base	
1931	Very significant tax breaks to allow county to be even more diverse and allow young adults to stay	Jobs and Businesses		Tax Base	
1943	It appears that a lot of wealth tax coming from west and not a lot of expenditure to build up business. How much revenue do they expect from Western Loudoun and what are they going to spend in western Loudoun	Jobs and Businesses		Tax Base	
1992	Control taxes; reduce tolls; recreation facilities	Jobs and Businesses		Tax Base	
1994	Proffer system tweaked so it goes to address issues in the county-unfunded needs. Put freeze on development if proffers don't support growth.	Jobs and Businesses		Tax Base	
1999	Whatever is done, do it in a balanced budget	Jobs and Businesses		Tax Base	
2022	BOS stick to proffers that are originally agreed upon	Jobs and Businesses		Tax Base	
2041	Growth revenue is not a good measure of success. Western Loudoun does not need the amenities like Eastern Loudoun	Jobs and Businesses		Tax Base	
2079	No "giveaways" for developers; no public money to help developers	Jobs and Businesses		Tax Base	
2114	How is the tax revenue shared--school \$ not coming back to Sterling	Jobs and Businesses		Tax Base	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
2158	County needs to put money where their mouths are. If taxes are raised then those taxes need to go where it was stated. Get rid of the Dillon Rule or amend it.	Jobs and Businesses		Tax Base	
2159	Develop more public/private partnership funding for special interests in Loudoun County. Parks or overpasses can be built.	Jobs and Businesses		Tax Base	
2167	Don't use tax revenue to build big sports stadiums	Jobs and Businesses		Tax Base	
2260	Property tax cap for seniors with xx years of tenure in county-seniors not get priced out of county	Jobs and Businesses		Tax Base	
2261	Prop taxes too high	Jobs and Businesses		Tax Base	
2380	Economic responsibility-keep taxes down	Jobs and Businesses		Tax Base	
2762	Work to develop smarter with regards to proffers. In particular, avoiding missing links in the transportation networks and potentially requiring additional contributions for schools since Loudoun school district is struggling to keep up with development.	Jobs and Businesses		Tax Base	
2774	No more debt. The county should not do any development that cannot be funded out of saving current revenues. I do not want my kids paying for this current bridges and schools. Future taxpayers should not have to worry about paying down our decisions.	Jobs and Businesses		Tax Base	
2852	Loudoun decals are all on different schedules. They should be aligned with property taxes so that the county property tax, personal tax, safety, and emissions are all paid at the same time. It is a huge waste of time and effort to keep track of three different deadlines. It would actually be better to do away with decals all together. Enforcement on those not paying can be done without wasting police time and effort simply by enforcing the property taxes with the usual methods.	Jobs and Businesses		Tax Base	
3016	Development will happen. I want to be free of taxpayer subsidy.	Jobs and Businesses		Tax Base	
3209	A concerted effort needs to be undertaken to replace property taxes as the primary funding source of the county. In areas with rapid property value increases long time residents are facing significant unexpected tax increases without regard to ability to pay. Other, more progressive revenue sources, (e.g. income tax) need to offset a decrease in property taxes while maintaining adequate services.	Jobs and Businesses		Tax Base	
79	Add tourism to comp plan list - placed based tourism (Positive and negative impacts should be considered); destination stewardship council; public/private p/s	Jobs and Businesses		Tourism	
600	Balance with more diverse attractions for tourist attraction	Jobs and Businesses		Tourism	
662	Create a tourist destination on the Sterling bike trail	Jobs and Businesses	Lifestyle	Tourism	Parks & Recreational Amenities
687	Look at ways to bring in more tourism dollars (with mitigated impacts)	Jobs and Businesses		Tourism	
800	Provide study of rural tourism and impacts on rural uses	Jobs and Businesses	Environmental and Agriculture Heritage	Tourism	Rural economy
1259	Invest in tourism; horseback facilities	Jobs and Businesses		Tourism	
1397	Continue to promote tourism	Jobs and Businesses		Tourism	
1441	Hotels/B & B- by-night in W. Loudoun to support the breweries/wineries - some place to stay after events. Full service/destination event.	Jobs and Businesses		Tourism	
1565	Opportunity to revitalize small motels for a B&B's	Jobs and Businesses		Tourism	
1592	Visit Loudoun is a great asset.	Jobs and Businesses		Tourism	
1615	Ecotourism with tech assets - adapt some minimum and slow stupid growth	Jobs and Businesses		Tourism	
1743	Recognize value of tourism; they come because it's beautiful	Jobs and Businesses		Tourism	
1806	Support B&B economy/tourism economy	Jobs and Businesses		Tourism	
1843	Air B&B-could pay tax & she does Airbnb & could be willing to support	Jobs and Businesses		Tourism	
2506	More wine country promotion include E County bed & breakfasts, etc.	Jobs and Businesses		Tourism	
2771	Network for small apartments on rural areas for tourist limited to 12 nites per month. Residence of 25 years automatically get special exceptions on zoning for anything	Jobs and Businesses		Tourism	

No.	PROMPT 1 (What do we need to make Loudoun County an even better community in the future?)	Primary Theme	Secondary Theme	Sub Theme (Primary)	Sub Theme (Secondary)
2969	Preserve western Loudoun as a rural area that is attractive to tourists	Jobs and Businesses	Built Environment	Tourism	Rural areas
811	Recognize wineries as important to rural economy	Jobs and Businesses		Wineries / breweries / distilleries	
1962	Less "alcohol based" rural economy	Jobs and Businesses	Environmental and Agriculture Heritage	wineries / breweries / distilleries	Rural economy
2088	Preserve Loudoun Wine County	Jobs and Businesses		wineries / breweries / distilleries	
2752	Preserve rural western Loudoun as a artisan and wine country.	Jobs and Businesses		Wineries / breweries / distilleries	
2947	Business growth should be geared to support the aspects that make Loudoun unique, our beer/wine and equine industries, not just commercial data centers that bring more residents and increase the need to provide services. The hops processing plant and equine quarantine area at Dulles airport are good examples of businesses that support the rural unique culture of Loudoun.	Jobs and Businesses	Built Environment	Wineries / breweries / distilleries	Planning and management
3076	Beer parlours on gravel roads do not seem to be appropriate. How can it be an agricultural use when the hops come from another country, the grain comes from another state and the only product in the mix is the water which is coming from the domestic water well on site? Is water and agricultural product?	Jobs and Businesses		Wineries / breweries / distilleries	

PROMPT 2: How will we know when we've succeeded?

Listening & Learning Round Input: Envision LOUDOUN

No.	ID	PROMPT 2: How will we know when we've succeeded?	Primary Theme	Secondary Theme
157	online	A mall that is close	Jobs and Businesses	Lifestyle
172	online	Money is going to Fairfax	Jobs and Businesses	
230	online	Companies want to move here	Jobs and Businesses	
235	online	When people are living working and staying in the area	Jobs and Businesses	Housing
320	online	When we see a continuous year over year increase in new business opening and sustainment over a 5 year period. Particularly with minority or women owned company.	Jobs and Businesses	
393	online	Success could be measured by the announcement and/or ground breaking of a large Federal Agency moving or expanding to Loudoun.	Jobs and Businesses	
406	online	Focus on bringing actual business to Loudoun. When we have a strong business base to support our community, we will have succeeded (data centers with minimal employment and tax base are not "businesses")	Jobs and Businesses	
419	online	1. see if there is receptive ideas from landowners for development. 2. County advocacy for attracting businesses needs to push technology corporations for a collective think tank and how to proceed and committing these businesses to the vision. Once you have these two things in place you are on your way to being successful.	Jobs and Businesses	
498	online	You will know you've succeeded when companies actually move here and fill the office space, providing revenue to the County and jobs to its residents.	Jobs and Businesses	
593	online	When people stop just living in Loudoun and working in Fairfax and DC. I want people to come to Loudoun to work. The metro is coming but the businesses are not. Prime land located nearby metro stations are being used for data centers. The revenue is good but it won't help small businesses, restaurants etc. and people living in Loudoun will always have to commute.	Jobs and Businesses	Built Environment
59	online	Development will happen due to market diversity	Jobs and Businesses	
238	online	Good mix of small, medium and large businesses	Jobs and Businesses	
506	online	When people have additional options to choose from, customers will be able to shop in stores they know and love.	Jobs and Businesses	
24	LL_1_9_B	75% of residents should work in the county	Jobs and Businesses	
30	LL_1_10_F	Increase amount of employees that work in Loudoun	Jobs and Businesses	
94	online	Sustain innovation and creativity of business	Jobs and Businesses	
240	online	More residents will work and live within Loudoun County. More of a community feel with the neighborhoods and entertainment/shopping centers.	Jobs and Businesses	
246	online	Loudoun now enjoys the status of the richest county in VA because of the tech boom. But it has not been ranked by Newsweek to have the best school, best county to live in, etc... Another measure would be that citizens within the county participate in county events and services.	Jobs and Businesses	
281	online	Excellent employment opportunities, great credit rating, low taxes, outstanding schools, great parks and a clear vision that protects Loudoun for our future generations.	Jobs and Businesses	

No.	ID	PROMPT 2: How will we know when we've succeeded?	Primary Theme	Secondary Theme
322	online	Young people have job opportunities in Loudoun county.	Jobs and Businesses	People
428	online	My plan is to get all companies involved. They can support pilot projects as part of their CSR commitments. For instance, I live close to the Redskins Training camp. They might be interested in get in sweet contact with their fans. There is also Amazon and a long list of big companies that could support a nursery to grow the trees,	Jobs and Businesses	
546	online	When there is equilibrium between the population and the amount of jobs	Jobs and Businesses	People
124	online	Number of job	Jobs and Businesses	
139	online	We'll see a lot of construction workers.	Jobs and Businesses	
166	online	More jobs so no need to commute	Jobs and Businesses	
218	online	More jobs in the Western area (Leesburg area)	Jobs and Businesses	
280	online	Less focus on building data centers and more on bringing professional and white collar jobs to Loudoun.	Jobs and Businesses	
232	online	Higher paying jobs	Jobs and Businesses	
594	online	better balance of live/work ratio	Jobs and Businesses	
171	online	More services, doctors in South Riding	Jobs and Businesses	
117	online	Small businesses - numbers go up	Jobs and Businesses	
168	online	Small indy businesses, arts facilities	Jobs and Businesses	
233	online	Small business development	Jobs and Businesses	
270	online	<p>Business office space new buildings and spaces for small businesses are available, additional rec center space is open including indoor pool, business support retail is open and more apartment buildings - mixed use - will be available. My preference is to follow the Village of Leesburg model so there is a center to the development and much of services can be walked to. Upgrade cable and internet access and expand to sub-stations for rural access.</p> <p>County will still have a rural feel, but additional support services in new center is available in specific areas where built. More health friendly programs can be accessed due to rec centers and homes and businesses can achieve normal connection speeds and cable bundles that are available in suburbia but allow so much of the open space to remain in western loudoun.</p> <p>Success will be in 1. seeing the many small businesses that want small new space for business purposes and access to fast normal internet fill new buildings to profitable level without huge price tag per sq foot. Should be simple modern but nice small offices, not expect many larger ones. 2. Residents move into apartments to the point that the property is profitable. These should be nice higher end but not a high cost psf. 3. More rural properties can access high speed internet and cable tv bundles for normal cost because additional sub-stations - small sites to boost signal - has made this possible.</p>	Jobs and Businesses	
510	online	When there are more successful, thriving small businesses to meet the community's needs and less need to travel as a resident to meet needs (e.g. better selection of restaurants, shopping, services, etc.). And when there are more options to get from one place to the next with the county (e.g. more routes than Rt. 7 to get to a quality grocery store or to work or for shopping).	Jobs and Businesses	
42	LL_2_8_B	Richer mix of tax income - ???? Move toward commercial tax base	Jobs and Businesses	
125	online	Increase in tax dollars	Jobs and Businesses	
136	online	Property tax considered acceptable - not going up	Jobs and Businesses	
143	online	Reduce taxes	Jobs and Businesses	
219	online	More business tax, less residential tax	Jobs and Businesses	

No.	ID	PROMPT 2: How will we know when we've succeeded?	Primary Theme	Secondary Theme
271	online	Show us by district what tax income and expenditures look like. Analyze new communities being built in terms of infrastructure needed and how that is being funded. Hold developers responsible for infrastructure expansion costs.	Jobs and Businesses	
300	online	Lower taxes for residences. Increase in available jobs. Lower unemployment. Decrease in local traffic with the upgrades completed to area roads from the business tax revenue collected.	Jobs and Businesses	
318	online	The tax burden (in real dollars) for residents will actually drop, while tax revenues from COMMERCIAL interests will steadily rise. Once the Metro is completed, traffic chokepoints will no longer exist (requires intelligent solutions and ongoing with VDOT). The natural beauty of the open spaces west of Route 15, will remain rural, as has long been the agreement and should remain in perpetuity.	Jobs and Businesses	
321	online	Our tax rate goes down. County infrastructure including schools and roads are maintained. Our residents and neighboring county residents are not paying out of control tolls to travel on the Greenway, giving profits to an out of country company.	Jobs and Businesses	
545	online	Legislation for tax incentives, ,more recycling facilities and expansion of metro.	Jobs and Businesses	
77	online	When Sterling VA is a tourist destination on the bike path. Citizens are scared to stop in Sterling	Jobs and Businesses	
328	online	When bars and tasting rooms stop popping up built without permits all over. When you stop turning a blind eye . When you stop calling bars "Tasting Rooms" When you stop allowing " Soft Openings" When ABC accepts an objection (they don't accept objections on Loudoun that's illegal) When the kids here are taught to hold a pencil and write properly.	Jobs and Businesses	
28	LL_1_10_D	Contain taxes and balance budget	Jobs and Businesses	

PROMPT 3: What are the challenges or obstacles to realizing our vision or maximizing our opportunities?

Listening & Learning Round Input: Envision LOUDOUN

No.	ID	PROMPT 3: What are the challenges or obstacles to realizing our vision or maximizing our opportunities?	Primary Theme	Secondary Theme
43	LL_2_9_K	Competition with other areas	Jobs and Businesses	
137		attraction of the appropriate types of businesses	Jobs and Businesses	
169	Online	Attracting companies to have offices or headquarters in Loudoun. Complete missing road links and help to avoid cut through traffic.	Jobs and Businesses	
242	Online	1) Attracting businesses with people on site who will support retail & dining during all hours of the day. 2) Finding a location and building the infrastructure for a good arts program. 3) Working with the transportation and building industries, with the full support of both county & state governing officials.	Jobs and Businesses	
278	Online	Everything I see cropping up in the county are low level service jobs, restaurants and retail. We need more businesses that need professional employees, IT, consulting, engineering, finance and accounting.	Jobs and Businesses	
54		Diversity of business sizes	Jobs and Businesses	
214	Online	It will take time, dedication and a clear plan that the BOS is willing to stick with instead of the quick money plans they seem only to go with now. Small business bootstrapping is nearly impossible in county anymore. Rental costs have skyrocketed, traffic is down and businesses are leaving Leesburg and Loudoun in droves.	Jobs and Businesses	
14	LL_1_6_A	No tax raises - must fund these - must increase taxes	Jobs and Businesses	
44	LL_2_9_L	Keeping commercial tax rate competitive	Jobs and Businesses	
45		Ineffective use of taxes; we need lower taxes but face higher costs	Jobs and Businesses	
235	Online	having our taxpaying residents understand this would be an enrichment to our tax base, hence lower personal and property taxes for all	Jobs and Businesses	
115		Lack of regulation in regards to wine/beer industries and how they fit into the current Ag and residential zones	Jobs and Businesses	
358	Online	The Board of Supervisors has to have the guts to draw a hard line that Western Loudoun will not be developed and that "event centers" and "wineries" will be evaluated on a case by case basis to determine whether they are appropriate or whether they are a detriment to the existing thriving community.	Jobs and Businesses	
5	LL_1_2_B	Capitalism minimize (jokingly)	Jobs and Businesses	
101		Realign tax base to achieve the vision	Jobs and Businesses	
105		Money	Jobs and Businesses	
125		Money, money, money	Jobs and Businesses	
138		Concerns about businesses paying their way	Jobs and Businesses	
142		economic downturn-driven rezonings	Jobs and Businesses	

No.	ID	PROMPT 3: What are the challenges or obstacles to realizing our vision or maximizing our opportunities?	Primary Theme	Secondary Theme
251	Online	The biggest challenge is obviously funding. However our future depends on the opportunities the county can provide. There had to be extended funding for schools and programs support these schools efforts,	Jobs and Businesses	
288	Online	Obviously new businesses are being built right now that don't align with our suggestions. The traffic lights and any additional lighting on the W&OD would be mostly a funding, maintenance and policy change.	Jobs and Businesses	
303	Online	Money !	Jobs and Businesses	Misc.
322	Online	Competition from surrounding communities---particularly MD which is actively courting multiple offices.	Jobs and Businesses	
348	Online	County groups need to be flexible and inventive on the development side. Being assertive for the partnership to bring jobs and service/entertainment to the south end of the county along route 50 for easy access and promotion. Cutting red tape and moving quickly, just like technology it will be a fluid and quick moving need that must be met with fluidity itself from the county. A committee to survey landowners in the area for receptiveness of grouping together.	Jobs and Businesses	People
370	Online	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire,police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for local commuters.	Jobs and Businesses	
403	Online	Control commercial growth without tarnishing the country lifestyle of western Loudoun	Jobs and Businesses	Built Environment
457	Online	Finding funds	Jobs and Businesses	
487	Online	hunters and business people	Jobs and Businesses	