Virtual Tour of the Campus
Regional Context
Campus Context
From high-tech startups to internationally recognized corporations, companies choose Arlington because of the in-place digital infrastructure, a vast pool of talent and the tangible benefits of being within sight of the nation’s capital.
1. **1960s to 1980s**
   Arlington as a low cost alternative for Federal agencies

2. **1990s to 2000s**
   Attracting “value add” Federal tenants with classic contractor tail

3. **2010 and Beyond**
   “Innovation Economy” Federal science agencies as one driver of Arlington’s economy
TOP 5 THINGS YOU ALREADY KNOW

1. WE ARE MORE THAN A CEMETERY
   Arlington has more private office space than the downtowns of Los Angeles, Denver or Seattle

2. WE ARE NOT LOCATED IN TEXAS
   Located in business-friendly Virginia, Arlington is just minutes from the nation’s capital

3. OUR LARGEST BUILDING HAS 5 SIDES
   The headquarters of our nation’s Department of Defense is located right in the heart of Arlington

4. PLANES, TRAINS & ALTERNATIVE MODES OF TRANSPORTATION
   With 11 Metro stops & Reagan National Airport, our ease of transportation is unparalleled

5. BRAIN POWER!
   Over 70% of adult residents have a bachelor’s degree & more than 36% have an advanced degree
TOP 5 THINGS YOU NEED TO KNOW

1. LARGEST CONCENTRATION OF FEDERAL RESEARCH ORGANIZATIONS
   With DARPA, ONR & the National Science Foundation, we lead the country in scientific research.

2. NOT JUST A GOVERNMENT TOWN
   Home to a diverse employment base—Lidl, 1776, CEB, Evolent Health & Opower, to name a few.

3. MILLENNIALS. MILLENNIALS, MILLENNIALS
   At 40% of the population, Arlington has the highest percentage of millennials in the U.S.

4. MOTIVATED MARKET
   Operating at a 20% vacancy rate, brokers are eager to get tenants into Class A office space.

5. LET’S MAKE A DEAL!
   Arlington County and the Commonwealth are ready and willing to discuss incentive packages.
TALENTED & ABUNDANT WORKFORCE

- Highest concentration of 25–35 year olds in the country
- Arlington is the most educated community in the Greater Washington region:
  - 70.2% of Arlington residents have at least a bachelor’s degree
  - More than 36% of residents have an advanced degree
- Highest concentration of workers in science, technology and creative positions in the Washington, D.C. region
GOOD FOR BUSINESS

VIRGINIA: “BEST STATE FOR BUSINESS”

Forbes.com

- Triple AAA bond rating for 14 consecutive years
- 6.0% corporate income tax – unchanged since 1972
- $0.73 per $100 Workers Compensation Employment Insurance – among the lowest in the country
AN ARLINGTON EDUCATION

98.5% Graduation Rate for Students

91% Plan to Attend a Two or Four Year College

The Washington Post Challenge Index ranked Arlington schools in the Nation’s Top 3%

U.S. News and World Report Ratings ranked Arlington schools in the Nation’s Top 6%
IN GOOD COMPANY

TOP 10 PRIVATE EMPLOYERS

<table>
<thead>
<tr>
<th>Company</th>
<th>Arlington Employees (Jan. 19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deloitte</td>
<td>5,000–9,999</td>
</tr>
<tr>
<td>Accenture</td>
<td>2,500–4,999</td>
</tr>
<tr>
<td>Virginia Hospital Center</td>
<td>1,500–2,499</td>
</tr>
<tr>
<td>Marriott International, Inc.</td>
<td>1,500–2,499</td>
</tr>
<tr>
<td>Booz Allen Hamilton</td>
<td>1,000–1,499</td>
</tr>
<tr>
<td>Corporate Executive Board</td>
<td>1,000–1,499</td>
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<tr>
<td>CACI</td>
<td>1,000–1,499</td>
</tr>
<tr>
<td>Lockheed Martin Corporation</td>
<td>600–999</td>
</tr>
<tr>
<td>EMA Bloomberg</td>
<td>600–999</td>
</tr>
<tr>
<td>Marymount University</td>
<td>600–999</td>
</tr>
</tbody>
</table>

Top 3 Industry Sectors

1. Government
2. Service Industry
3. Professional and Technical Services
SUCCESES FY2015- FY 2017 YTD

3,600,000 SF
16,900 jobs
103 projects
(85 AED assist)

46% Retention
36% Attraction
17% Expansion
BALLSTON QUARTER REDEVELOPMENT

Project under construction with a projected delivery date of Fall 2018

- Public-private partnership finalized in September 2016
- Tax increment bonds issued and sold in Fall 2016
- FY18 Responsibilities:
  - Facilitate further permitting and regulatory approvals
  - Finalize bridge design and facilitate approvals
  - Monitor and assist with ongoing leasing, marketing and communication efforts
  - Assist with administration of bond servicing requirements
Explanation of Afternoon Activities
Defining the Vision
Overarching Questions:

• What is your vision of success for the Arlington Campus? What transformations are needed to achieve that vision?

• What investments are needed to make the Arlington Campus a center for leadership development?

• What partnerships are critical to the future success of the Arlington Campus?
Six Themes

1. Visibility and Branding
2. Academic Priorities
3. New Facility Needs
4. Access, Transportation and Parking
5. Fiscal Constraints, Funding / Partnership Models
6. Community Engagement
1

VISIBILITY AND BRANDING
2

ACADEMIC PRIORITIES
NEW FACILITY NEEDS
ACCESS, TRANSPORTATION, AND PARKING
FISCAL CONSTRAINTS AND FUNDING / PARTNERSHIP MODELS
6

COMMUNITY ENGAGEMENT
“Rules of Engagement”

1. Leave the org chart and titles at the door.

2. Think out loud; even bad ideas are great fertilizer.

3. Discomfort is normal and good.

4. Once an idea is out, everyone owns it.

5. Build, don’t destroy.

6. Overlap between themes is “OK”.

Use #MasonARLCampusVision on social media
Up Next

1:00 – 2:30 pm
Visioning Session – Issues for Discussion

2:30 – 2:45 pm
Break

2:45 – 4:15 pm
Issues Discussion Wrap Up

4:15 – 4:30 pm
Discussion of Next Day’s Activities