

AED Staff Review of EDC Incentives Report

| # | Incentive | Description | Category | Status / Assessment | Next Steps |
|---|------------------------------------|---|-------------------------|---|--|
| 1 | BPOL Reform | Eliminate all or a portion of BPOL tax for innovation companies at least for a ten-year period | Tax Incentives | The County Board adopted changes to the Technology Zone program in April 2014. The updates incorporate business expansions and broaden other eligibility standards. | Refinements to the Technology Zone boundaries to include additional areas could be considered in the fall of 2014. |
| 2 | Start-Up Virginia | Consider seeking Virginia legislative approval for a program similar to "START-UP NY," which provides qualified start-ups situated in a university facility with a 10-year tax holiday. | Tax Incentives | Requires state-led initiative and/ or state enabling legislation for local governments. | Perceived high degree of difficulty due to lack of local control. |
| 3 | High-Speed Public Wi-Fi | Implement a high-speed public Wi-Fi solution for the R-B Corridor, Crystal City, Columbia Pike, Shirlington and other key business centers. | Business Infrastructure | Possible to implement with Connect Arlington network and fund through system revenue. AED is coordinating with DTS. | Quantify capital and operating expenses; determine source of funds; identify service provider(s). |
| 4 | Connect Arlington | Connect Arlington has the potential to be a game changer for our community. AED should take a lead role in publicizing this incredible initiative, and working with business owners, developers, research centers and others to deliver on the promise. | Business Infrastructure | AED and DTS are actively promoting Connect Arlington and intend to leverage it to generate business investment. | A strategy is in development to use Connect Arlington as a business investment tool. System will be live in 2015. |
| 5 | Smart Phone Parking Payment App | Implement a smart phone parking application | Business Infrastructure | Arlington will offer Parkmobile at all metered spaces in the county by Spring 2015. | Rollout is underway. The system will be implemented in phases. |
| 6 | Celebrate Innovative Companies | Celebrate the innovation economy and recognize its innovation companies, via regular events and other activities. | Promotional Activity | Includes events for new and existing companies, Tandem NSI activities, and small business programs. | Coordination with Business Improvement Districts and County partnerships. |
| 7 | Easier Business Approval Processes | Improve the process by which businesses (including nonprofits) obtain all their business approvals, and interact with government on a regular basis. | Regulatory | Arlington appointed a Business Ombudsman in Spring 2014 and has an interagency business team to help navigate the process. | Continue to monitor, evaluate and improve. |

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| 8 | Revisiting the Industrial Development Authority | Arlington should examine ways to increase the use of its Industrial Development Authority in support of economic development activities. AED should have a lead role in working with the IDA. | Business Infrastructure | Potential to use in relation to Connect Arlington revenue for an economic development fund. | Pending appointment of EDC member to IDA. |
| 9 | Institutionalize TandemNSI Type Initiatives. | The County's recent TandemNSI is a great initiative. Unfortunately, it has little funding and a short timetable. We should consider ways to institutionalize this type of activity. | Business Infrastructure | AED is seeking funding for Tandem NSI through FY15 and evaluating extension of the initiative or similar activity. | Continued evaluation of TandemNSI benefit to Arlington |
| 10 | BIG IDEA 1: Research or Innovation Center | We should look to site a major engineering and research/innovation center in Arlington. Think "Roosevelt Island" (http://tech.cornell.edu/future-campus/). | Business Infrastructure | Requires university partners. | Partnership opportunities are being explored. |
| 11 | BIG IDEA 2: Rethinking Community Benefit | Rethink community benefit in development projects, so that a portion of the community benefit can be directed towards economic development initiatives. One option to consider would be for a portion of the community benefit to be set aside to make investments in worthy innovative companies – an “investment in Arlington.” | Regulatory | Generally reinvested in the project or supports nearby infrastructure. | County Attorney opinion needed. |