



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: July 1, 2020.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

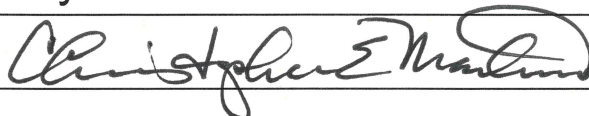
### PROGRAM INFORMATION

County: Prince William County  
Program Title: Small Business Project Management Program  
Program Category: Community and Economic Development

### CONTACT INFORMATION

Name: Wade A. Hugh  
Title: Director  
Department: Development Services  
Telephone: 703-792-7346 Website: www.pwcgov.org/DSS  
Email: whugh@pwcgov.org

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Christopher E. Martino  
Title: County Executive  
Signature: 



### EXECUTIVE SUMMARY

Prince William County's business economy is predominately mid-sized businesses and small enterprises, with over 95% of businesses having 20 or fewer employees. We recognize real estate decisions are critical to our businesses, not only from a financial perspective, but for the ability to attract customers, access a quality workforce, build community partnerships and operate in a stable and predictable government environment.

Within the Prince William County [Department of Development Services](#) we strive to promote an innovative, project-orientated culture, which established the [Commercial Project Management Program \(CPMP\)](#), the cornerstone of our services portfolio. It was the CPMP that set the foundation for the success of the [Small Business Project Management Program \(SBPM\)](#), that is part of over a \$1 million collective initiative established by the Board of County Supervisors. Overall, these funds support the County's Strategic Plan aimed at increasing growth of small business jobs to over 1,000 per year and to help small business owners and entrepreneurs through the permit process of opening their facility of choice.



#### 2019 SNAPSHOT: Small Business Commercial Real Estate in Prince William, Virginia



##### WHY CHOOSE US



**481 CUSTOMERS SERVED**  
An increasing number of entrepreneurs trust us with helping them learn the business permitting process.



**384 NEW & EXPANDING BUSINESSES**  
79 percent of our customers served were able to "Open for Business" in their facility of choice, successfully!



**384 TYPES OF BUSINESSES**  
143 Existing Businesses  
208 New Businesses  
33 Other Businesses



**299,631\* SQUARE FEET OF OCCUPIED SPACE**  
Each square footage covered represents financial investment for the community in these facilities.  
\*Ref. source: Joint Occupancy Evaluation Level 3 data not captured



**OVER 7.4 BUSINESSES OPEN WEEKLY, ON AVERAGE**  
We strive to turnaround permit approvals ASAP; in fact, we are measured on it! Customers knowing what to bring for approval is a vital component to their and our success.  
\*Ref. source: Joint Occupancy Evaluation Level 3 data omitted

Ready to Open for Business? Contact Us Today! (703) 792-6930 or email [BDD@pwcgov.org](mailto:BDD@pwcgov.org)

Department of  
Development Services



5 County Complex Ct.  
Suite 105  
Prince William, Va 22192



Customer Service Hours M-F 8am-4pm  
[BDD@pwcgov.org](mailto:BDD@pwcgov.org) (703) 792-6930  
[www.pwcgov.org/SBPM](http://www.pwcgov.org/SBPM)

Within its first calendar year of operation the SBPM performance results, captured by data metrics and analysis, were [spotlighted in early 2020](#) in a News Release [here](#), media coverage [here](#), and as follows.

**"Every day a business opens in Prince William County\*."**

## BRIEF OVERVIEW

### Prince William County Small Business Project Management Program

In Fiscal Year 2019, the Prince William County Board of County Supervisors adopted and funded an initiative to enhance the level of services for small businesses and entrepreneurs. The [Department of Development Services](#), in coordination with other County agencies spearheaded the initiative to improve entrepreneurs' and small business owners' experience within the County development process. The [Small Business Project Management Program](#) was officially rolled out in October 2018. For the purposes of the SBPM, the County defined a small business as one that employees 35 or fewer employees.

To date, over \$1 million has been invested in small business programs:

- 3 Development Services FTEs and 1 Economic Development FTE;
- The Mason Small Business Development Center opened; and
- \$400K Economic Development Incentive to [Brickyard](#) Co-working space.

Within its first calendar year of operation the SBPM performance results, captured by data metrics and analysis, were [spotlighted in early 2020](#) in a News Release [here](#). Significant progress in 2020 has been made to raise our profile and elevate our service offerings portfolio through integrated marketing and communications to better serve small business, which are:

- [Small Business Project Management Program](#)
- [Entrepreneurs and Startups](#)
- [Citizen Self-Service ePortal](#)
- Temporary Activity Permit - Outdoor Seating guides for [business](#) and [customers](#)
- [News Releases, Announcements, Customer Service Bulletins](#), to name a few.

In addition to the value-add the SBPM brings to customers, internal benefits are also realized:

- Embeds a customer-centric project orientated culture throughout the Department;
- Promotes an environment conducive to efficient processes;
- Supports Customer Relationship Management (CRM); and
- Ensures we are "Speaking with one Voice."



## INTRODUCTION

Prince William County, the second largest and fourth fastest growing County in Virginia, encompasses a total area of 348 square miles. The County's business economy is predominately mid-sized businesses and small enterprises, with over 95% of businesses having 20 or fewer employees.

We recognize real estate decisions are critical to our businesses, not only from a financial perspective, but for the ability to attract customers, access a quality workforce, establish their brand, build community partnerships and operate in a stable and predictable government environment.

Identifying that this is a growing critical need, we commenced working to improve and better integrate our small business assistance services across all our County community development agencies and partner organizations.

In just 18-months of the [Prince William County](#) Department of Development Services' [Small Business Project Management Program](#) in operation, we can share:





## 2019 SNAPSHOT: Small Business Commercial Real Estate in Prince William, Virginia



### WHY CHOOSE US



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### 384 TYPES OF BUSINESSES

143 Existing Businesses  
208 New Businesses  
33 Other Businesses



### 299,631\* SQUARE FEET OF OCCUPIED SPACE

Each square footage covered represents financial investment for the community in these facilities.

\*Ref. source: Joint Occupancy Evaluation Level 1 data not captured



### OVER 7.4 BUSINESSES OPEN WEEKLY, ON AVERAGE

We strive to turnaround permit approvals ASAP; in fact, we are measured on it! Customers knowing what to bring for approval is a vital component to their and our success.

\*Ref. source: Joint Occupancy Evaluation Level 1 data omitted

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[www.pwcgov.org/SBPM](http://www.pwcgov.org/SBPM)



Contact: Ginny Person

Prince William County, Virginia

Department of Development Services

Main: 703.792.6930 | Direct: 703.792.4630

[gperson2@pwcgov.org](mailto:gperson2@pwcgov.org)

**For Immediate Release**

**384 New Small Businesses Open in 2019 with support from  
Prince William County's Small Business Project Management Program**

January 23, 2020 - Prince William County, Va – Prince William County today announced 384 new small businesses opened in 2019, having received dedicated support from the Department of Development Services' new [Small Business Project Management Program](#). These projects reflect the continued growth and diversification of the County, with 208 new businesses, 143 existing businesses and 33 relocation/expansions. The broad spectrum of entrepreneurs, start-ups and businesses include: restaurants, retail, professional and technology services, residential services, and automobile repair shops, to name a few.

"Small businesses are the backbone of our business ecosystem and help create a sense of place and improved quality of life for our residents," said Wade Hugh, Director, [Department of Development Services](#). Prince William County's business economy is predominantly small- and mid-sized enterprises, with over 95% having 20 or fewer employees. The County also has a growing entrepreneurial sector, particularly in technology services. [Entrepreneurs and start-ups](#) that work with our team of experts from the earliest stages of their business are typically better organized, well informed and prepared for the permit requirements ahead, as they launch with better network connections and more viable and agile operations.

"We cannot emphasize enough, that one of the singularly most important thing a small business owner can do first, before signing a lease, is to [contact the County](#). There are no fees to provide research to questions and answers are usually provided within two to three days," added Hugh. "Equipping our residents and businesses with the pertinent permit information needed to successfully open for business, with minimal delay, is a key priority."

The Small Business Project Management Program is part of a broader County-wide small business initiative aimed at increasing growth of small business jobs to over 1,000 per year and to help people through the permit process of opening their facility of choice, which was launched by the Prince William Board of County Supervisors in 2018.

**About Prince William County Department of Development Services**

The [Department of Development Services](#) promotes a culture where staff and customers work in partnership to create and sustain a better quality of life and environment in which to live, work, play and retire.

Development processes are designed to be effective and efficient, and ensure compliance with federal, state and local regulations. The Department of Development Services supports economic development, public safety, revitalization, infrastructure improvements, and the protection of natural resources. Staff provides customers the highest quality of service and respect. We supply the public with development information through effective communication and education. To learn more visit: [www.pwcgov.org/DDS](http://www.pwcgov.org/DDS), Email: [DDS@pwcgov.org](mailto:DDS@pwcgov.org) or Phone: 703-792-6930.

## GENERAL OVERVIEW

The Department of Development Services [Small Business Project Management Program](#) was officially rolled out in October 2018. Since most small business owners and entrepreneurs move into existing tenant spaces, the County hired two Building Development Project Managers to assist the owners with these projects. A Land Development Project Manager was hired to assist owners with new commercial construction projects and the review and permitting of business signage.

Wade A. Hugh, Director of Development Services said: "The SBPM expands on the already successful, existing [Commercial Project Management Program](#), which works with larger commercial developers to help them get through the process of getting projects off the ground and completed.

For the purposes of the SBPM, the County defined a small business as one that employees 35 or fewer employees. "The County chose this threshold based on experience with assisting business owners. We find that many small business owners who are just starting their business or expanding for the first time will try to manage their own construction projects," said Hugh.

"Commercial construction can be far more challenging than residential construction, so an owner who dabbled in residential construction — decks, porches, finished basements, etc. — can quickly find themselves overwhelmed by the commercial construction codes. For the County to successfully assist small business owners, we needed to modify our Commercial Project Management Program to be more proactive," added Hugh.



## BEFORE YOU BEGIN, CHECK IN!

**PRINCE WILLIAM**

— Development Services

**(703) 792-6930**

**[www.pwcgov.org/DDS](http://www.pwcgov.org/DDS)**

With the program in place, small business representatives or owners come into the SBPM dedicated office

to meet a project manager, who can pre-assess their needs requirement with address validation and determine which project manager to be assigned and dedicated to their project throughout the duration of the process.

In addition to the value-add the SBPM brings to customers, internal benefits are also realized:

- A customer-centric project orientated culture embedded throughout the Department;
- Promotes an environment conducive to efficient processes;
- Supports Customer Relationship Management (CRM); and
- Ensures we are "Speaking with one Voice."

"Getting the small business owner into the SBPM program to talk with one of the dedicated project managers serves another purpose as well," Hugh said. "While we have them here, we explain some of the processes, so when they're ready to take that next step they know exactly who to call, and we can help them even before they get their plans ready to submit."

The Department of Development Services already has a customer interview process in place where a panel, comprised of industry members and county staff, asks small business owners, contractors, architects and engineers how the process worked out for them. Hugh said the interviews conducted so far have been positive and helped identify areas for continued improvement.

## County and Community Partnerships

County-wide, significantly better alignment across community development agencies and with economic development partners to provide more tailored services to meet the needs of our clients were also implemented.

The County integrated our new small business assistance program partner, [Mason Small Business Development Center \(SBDC\)](#) into the broader county services. The Mason SBDC is located in the [Prince William Chamber of Commerce's](#) eastern Prince William County office at 14000 Crown Court, Suite #204, Woodbridge, VA. This office space is also used by the [Department of Economic Development](#) for our Small Business and Redevelopment programs. Client services at this new location began [July 8, 2019](#). Along with the [Brickyard](#) coworking space in Neabsco Commons that opened in spring 2019.

All these events mark a significant expansion of our County and Community Partnership development services in Prince William County and a much better integrated small business development strategy.

These efforts maximize the Board's investment in small business services, delivered on strategic plan outcomes and will allow us to better provide services to some previously underserved areas including our Towns.

## OTHER KEY RESOURCES

### Mason SBDC

Business counseling, training, marketing, business planning, seminars on areas of interest e.g. procurement

### Prince William Chamber of Commerce

Business advocacy, workshops, peer events

### SCORE

Mentoring and workshops

### Vibrant Entrepreneurial Ecosystem

- Brickyard (opening fall 2019)
- Regus
- Quantico Business Center
- One Million Cups

## **Strengthening Partner Relationships**

In addition, we are constantly striving to leverage our efforts by working with our local and regional partners. We see our biggest partnership opportunities continuing to be with Northern Virginia Community College as well as George Mason University's Science & Technology campus.

We will also continue to collaborate with the Northern Virginia Technology Council, the Prince William and Northern Virginia Chambers, the Virginia Economic Development Partnership, and the Greater Washington Board of Trade.

We also intend to more formally engage with [Marine Corps Base Quantico](#) on the outgoing talent pipeline, veteran entrepreneurs and in facilitating opportunities with existing small businesses or new startups.

## **Elevating the Brand**

Recognized as one of [the Top Wealthiest Counties in the United States<sup>1</sup>](#), Prince William County is a premier, pro-business community focused on innovation, so businesses and citizens can grow and succeed together.

The County's unparalleled service offerings continue to attract numerous businesses from across the Nation and within the Greater Washington, DC Metropolitan area. Always "Open for Business" it partners closely with leaders of industry who share a common vision, including state government, educators at leading universities and community colleges; commercial developers, economists, experts and leaders from major corporations. We work continuously to address integration and expansion capabilities that enable a climate for market growth with greater efficiency.





The Department of Development Services has made significant progress in 2020 to raise our profile and elevate our service offerings portfolio through integrated marketing and

communications to better serve small business, providing clear and concise communications on specific subject areas to help expedite small business owners' operations, which are:

- [Small Business Project Management Program](#)
- [Entrepreneurs and Startups](#)
- [Citizen Self-Service ePortal](#)
- Temporary Activity Permit - Outdoor Seating guides for [business](#) and [customers](#)
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\*Pre-COVID-19 Pandemic

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