

STRATEGIC PROSPECT TYPES

Type	Corporate	Federal/ Non-Profit	Tech Gazelles	Tech Catalyst
Example	<ul style="list-style-type: none"> Lidl Nestlé 	<ul style="list-style-type: none"> DARPA, ONR GW MFA 	<ul style="list-style-type: none"> VideoBlocks Stardog 	<ul style="list-style-type: none"> 1776 Eastern Foundry
Rationale	<ul style="list-style-type: none"> Major employers Large office users Brand recognition Stable Attracts talented workers 	<ul style="list-style-type: none"> Major employers Large office users Stable Attracts talented workers Attracts contractors, related private businesses 	<ul style="list-style-type: none"> Next generation of large/corporate tenants Innovative Fast growing Attracts talented workers 	<ul style="list-style-type: none"> Supports gazelles and startups with real estate, funding, networking & mentorship
Role of Incentives	<ul style="list-style-type: none"> Deal closing Match for VEDP incentives Competition 	<ul style="list-style-type: none"> GSA seeking low lease rates Competition 	<ul style="list-style-type: none"> Deal closing Critical capital for growth 	<ul style="list-style-type: none"> Build tech ecosystem
Challenges	<ul style="list-style-type: none"> Limited deals Competition 	<ul style="list-style-type: none"> GSA Competition Less tax revenue 	<ul style="list-style-type: none"> Risk – additional due diligence necessary Competition Reputation as gov't town 	<ul style="list-style-type: none"> Risk – additional due diligence necessary Reputation as gov't town
Virginia Incentive(s)	<ul style="list-style-type: none"> VJIP VEDIG COF (local match) 	N/A	<ul style="list-style-type: none"> VJIP 	N/A
Arlington Incentive(s)	<ul style="list-style-type: none"> IDA Grant Tech Zone 	<ul style="list-style-type: none"> IDA Grant 	<ul style="list-style-type: none"> Gazelle Grant Tech Zone 	<ul style="list-style-type: none"> Gazelle Grant
Additional Programs	<ul style="list-style-type: none"> Business retention and expansion programing Development/ planning support 	<ul style="list-style-type: none"> Business retention and expansion programing Development/ planning support 	<ul style="list-style-type: none"> Entrepreneurship programming Networking Technical assistance Marketing partnerships 	<ul style="list-style-type: none"> Entrepreneurship programming Networking Development/ planning support Marketing partnerships