

Forward Together

Alexandria Economic Development Partnership (AEDP)

Annual Impact Report 2026



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How We Move Forward, Together



Last year was a pivotal year for AEDP and for the City of Alexandria's economic development plans.

In January, City Council adopted Alexandria's first strategic economic plan in almost 20 years. **ALX Forward: A Strategic Framework for Economic Growth** prioritizes dozens of initiatives over the next five to 10 years to guide the City's future.

AEDP was proud to lead that effort with our colleagues in the City of Alexandria government. But we're prouder still of what it means and what comes next, with this clear direction from the community. Our work is important and impactful, and we are being encouraged to do more of it.

For the past 20 years, AEDP has employed a "catalyst strategy." That is, we pursued large anchor tenants whose footprint and profile would inspire growth and development in the surrounding neighborhood.

We saw tremendous success with that strategy with the recruitment of the U.S. Patent and Trademark Office, which kicked off the development in Carlyle. We helped shape the financial incentives and agreements that brought National Science Foundation to Eisenhower and brought apartments, restaurants, and major retailers behind it. And we are watching in real time as the new Inova Alexandria Hospital leads the transformation of the former Landmark Mall site into the WestEnd neighborhood, complete with a state-of-the-art hospital and cancer center alongside housing and community spaces—a project that wouldn't have been possible without our work to shape and structure public investment.

But in 2023, following that same strategy, when we attracted a major regional company as an anchor that would kickstart the full redevelopment of Potomac Yard, taking it from a suburban-style strip mall to a multi-use entertainment district, some parts of our community were surprised.

After we walked away from the project, it was clear that we had an opportunity to stop and take stock of where our community was, what it needed, and whether, 20 years after Alexandria had last made a strategic economic development plan, it wanted to keep growing. Thanks to the leadership of Councilman John Taylor Chapman and Mayor Alyia Gaskins, the ALX Forward effort launched in November 2024.

And at the end of 18 months, 890 community touchpoints, two surveys, multiple focus groups and virtual events, and one daylong Economic Summit, the message from the community was clear: yes, we want to grow in a way that preserves our unique identity as a City, and yes, we need to continue to diversify our tax base and our economy.

As you'll read in the coming pages, ALX Forward has seen some early successes, all of which have come as a result of our engaged community, our dedicated businesses and stakeholders, and, if we do say so ourselves, an economic development team that is effective because we see ourselves as stewards of and resources for that community. It's that combination of community, perspective, and expertise, that belief in moving forward, together, that makes Alexandria the best place not only to live or visit, but also to do business—including the business of economic development.

If you're reading this, chances are you're part of that community. If so, we thank you for your feedback and your engagement, and we hope you'll continue to reach out to any of us when you have new ideas, questions, or concerns—or just want to try that new coffee or pizza place.

If you weren't already a part of our community, thank you for being here now. We can't wait to work with you to grow your business, nurture your start-up, or help you open that new shop yourself.

–The AEDP Team

From left to right:

Jessica Sarra

Senay Gebremedhin

Lauren Sanchez

Alex Cooley

Cristina Amoruso

Philomena Fitzgerald

Wynn Hunsaker

Stephanie Landrum

Teresa Garrison

Christina Mindrup

Liz Bolton

Shayna Williams

Marian Marquez

Amanda Trusen

Talia Jones

Not pictured:
Tristan Reuben

To read the full ALX Forward report or track implementation progress, visit **alexandria.gov/ALXForward.**

ALX Forward: A Shared Vision for Alexandria's Economic Future

Alexandria is entering a new chapter of economic development with a clear, community-driven roadmap.

ALX Forward Partners

- City of Alexandria
- AEDP
- Visit Alexandria
- Virginia Tech
- Virginia Innovation Partnership Corporation
- Virginia Career Works
- Virginia Economic Development Partnership
- The Chamber ALX
- Northern Virginia Community College
- Alexandria City Public Schools
- Del Ray Business Association
- Old Town North Alliance
- Carlyle Council
- West End Business Association
- Eisenhower Partnership
- Social Responsibility Group
- Alexandria Minority Business Association

In January, City Council adopted ALX Forward: A Strategic Framework for Economic Growth, the City's first comprehensive economic development framework in nearly two decades.

The plan comes after an 18-month engagement effort that included focus groups, surveys, and a daylong Economic Summit designed to answer a critical question: How can Alexandria remain competitive while preserving the qualities that make it a remarkable place to live, work, and do business?

With economic development consultants from TIP Strategies, the City and AEDP engaged residents, business owners, nonprofit leaders, schools, developers, and regional partners through more than 890 community touchpoints. That input was paired with market analysis and benchmarking of peer cities to ensure the framework reflected both local priorities and economic realities.

The community message was clear: continue to build on Alexandria's strengths and continue to diversify the City's tax base and industry mix. That means pursuing projects that promote growth and targeting industries with stronger market demand, including emerging and advanced technologies, cybersecurity and defense, entertainment and tourism, professional services, nonprofits and associations, and the emerging sectors of healthcare and innovation.

54 # projects created in FY26

39 # projects currently in pipeline

ALX Forward assigns its 100+ recommendations to three larger strategic areas: place-based development, business retention and recruitment, and entrepreneurship and innovation.

More than simply a plan, ALX Forward provides a common framework for decision-making across Alexandria's economic development ecosystem. It aligns public and private partners around shared priorities and identifies catalyst initiatives to be implemented first because they have the greatest potential to drive economic impact.

Implementation is already underway and being led by the City, with regular meetings and coordination between all economic development departments and partners, a list that continues to grow and includes AEDP, Visit Alexandria, Planning & Zoning, Workforce Development, Virginia Tech, the Chamber ALX, and local business and cultural organizations.

The following pages highlight how AEDP has already begun translating its role in ALX Forward from strategy to action—advancing key initiatives, strengthening partnerships, and laying the foundation for long-term economic growth.

FRAMEWORK VISION STATEMENT

Alexandria is a resilient, competitive, future-ready ctiy where innovation thrives, opportunity is accessible to all, and economic growth enhances quality of life.

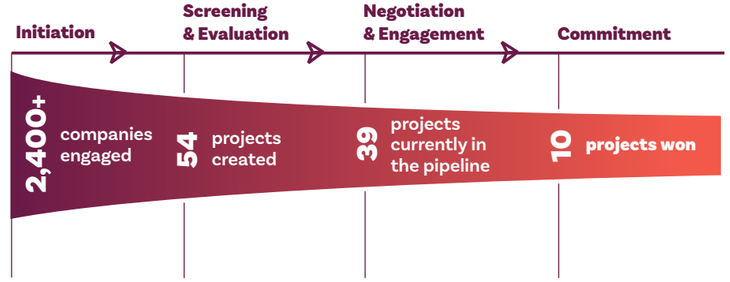
GUIDING PRINCIPLES

Equity · Resilience · Authenticity · Accountability

GOAL AREAS

- **Place-Based Development**
- **Business Recruitment and Retention**
- **Entrepreneurship and Innovation**

FY26 ECONOMIC DEVELOPMENT FUNNEL



AEDP makes contact with a prospect or initiates a project, whether via RFP, outreach, inbound request, etc.

AEDP vets the project/prospect according to City guidance, economic development principles, and expected economic impact.

The project/prospect negotiates with the City and AEDP. The community engagement phase then begins, as applicable.

The project or prospect commits to Alexandria, and council approves it.

For more information about National IQ, its programming, and upcoming initiatives, visit **www.national-iq.com.**

ALX FORWARD GOAL AREA

Entrepreneurship & Innovation

A New Era of Innovation Takes Flight

Co-founded by AEDP, the National Innovation Quarter puts emerging tech at the forefront, serving as a global hub for dual-use innovation to spark regional economic growth

In February, leadership from Alexandria, Arlington, industry, nonprofits, and academia celebrated the official launch of the National Innovation Quarter (National IQ), an innovation district that crosses the two jurisdictions and aims to solve the most pressing challenges at the intersection of national competitiveness and next-gen technology through strategic collaboration.

Located in National Landing and anchored by the Pentagon, Amazon's HQ2, and the Virginia Tech Institute of Advanced Computing, the new district is designed to harness the strengths of the region to ignite economic growth, spur global investment, and accelerate tomorrow's technology. This central location, with easy access to the types of spaces needed by companies in this sector, offers a neutral platform for public-private collaboration and knowledge-sharing, in turn sharpening the U.S. competitive edge.

"This is the future we envisioned when we attracted Virginia Tech to Alexandria and first established National Landing," said AEDP President and CEO Stephanie Landrum at the time. "National IQ is a vital next step in bringing that vision to reality, cementing collaboration across jurisdictions, and offering a tangible opportunity and clear next step for any organization in these fields."

The nine founding partners—Amazon, Northrop Grumman, SAIC, the Virginia Innovation Partnership Corporation, Virginia Tech, Arlington Economic Development, AEDP, JBG SMITH, and the National Landing Business Improvement District—are fueled by the belief that the best way to move the region through its economic challenges and tap into areas of opportunity is to move forward, together.

Since National IQ's initial unveiling, the organization hired an executive director and has been regularly hosting expert-led programming, from AI demos and deep tech founder sessions to dual-use industry forums. Entrepreneurs can tap into a more connected, innovative ecosystem, breaking down barriers between start-up founders, investors, and industry leaders to build what's next.

9 FOUNDING PARTNERS

10 FOUNDING SUPPORTERS

22 SUPPORTER CIRCLE MEMBERS

By joining forces, National IQ pushes boundaries (both geographically and technologically) to unlock the region's potential to take the stage as a global leader in innovation.

THE AEDP Impact

Senior Vice President Marian Marquez led AEDP's involvement in the establishment of National IQ, working with her counterparts in Arlington Economic Development and the National Landing BID to first study the feasibility and potential impact of an innovation district and then recruit the founding partners and subsequent supporters. Although National IQ had been in the works for some time, the launch in February meant this was the first official initiative under ALX Forward in support of Goal 3: Entrepreneurship and Innovation.



National IQ Wins $800,000 Grant to Open an Innovation Lab in Alexandria

In late June, Governor Abigail Spanberger announced a $3.93 million GO Virginia grant to support National Innovation Quarter and its programming, by far the largest award of the round.

Of the nearly $4 million for the entire district, the award includes $800,000 to establish an innovation lab in Alexandria, to be developed in partnership with Virginia Tech, the City of Alexandria, National IQ, and Arlington to create a dedicated space for entrepreneurs to prototype, test, and commercialize emerging technologies.

This future testing space brings to life the vision set in ALX Forward and builds on Alexandria's existing industrial stock and co-working and co-warehousing spaces. It cements the City as the build-and-test site for the region's innovation economy and reinforces our earlier recognition by *Business Facilities* magazine as the top innovation hub to watch in 2025 (see page 25). The first round of required matching funds were included and allocated by City Council in the approved FY27 City of Alexandria budget.

As AEDP Senior Vice President Marian Marquez said at the time, "This GO Virginia investment turns the promise of National IQ into the infrastructure, programming and partnerships companies need to build, test and scale in Northern Virginia. For Alexandria, it advances the City's focus on innovation by pairing Virginia Tech's presence with an innovation lab where entrepreneurs, industry, and government partners can move emerging technologies from concept to commercialization."

The full grant will also be used to build National IQ's nonprofit operations capacity to convene industry, academic and government partners and strengthen the region's innovation ecosystem, advance workforce development through the National Security Innovation Capstone Initiative in partnership with Virginia Tech, and deliver four accelerator and startup programs designed to help entrepreneurs scale cutting-edge technologies and access new markets.

ALX FORWARD GOAL AREA

Entrepreneurship & Innovation

> **There isn't a better place than Alexandria to tap into and grow the regional innovation ecosystem and to serve the entrepreneurs there.**
>
> -FedTech Founder and CEO **Ben Solomon**

AEDP and FedTech Launch Accelerate ALX to Support Alexandria Start-Ups

In May, AEDP and FedTech announced the official launch of Accelerate ALX, the City's first accelerator dedicated to high-growth businesses.

In August, the first cohort of 10 technology companies debuted (see page 8).

The program has a heavy focus on one-on-one support and mentorship, tailored to each start-up's needs, and includes classroom and networking opportunities.

CHOOSING FEDTECH AS A PARTNER

From a pool of more than 20 applicants to a competitive request for proposals, AEDP selected local firm FedTech to develop and operate the high-touch cohort program for Alexandria-based start-ups in high-growth sectors, including robotics, aerospace, quantum, AI, energy tech, computer services, cybersecurity, and defense.

FedTech specializes in designing and operating innovation programs for federal agencies, state and local governments, prime contractors, and corporate R&D organizations. They have run more than 130 custom studios and accelerators, with 120 partner labs across the world, and their alumni companies have raised more than $7.5 billion in investment.

"FedTech is excited to partner with AEDP to launch this program in our home region of Northern Virginia. There isn't a better place than Alexandria to tap into and grow the regional innovation ecosystem and to serve the entrepreneurs there," said FedTech Founder and CEO Ben Solomon at the time.

THE AEDP Impact

Accelerate ALX is one of the City's first initiatives under ALX Forward targeted at supporting entrepreneurship and innovation and retaining those companies in Alexandria. The RFP and cohort selection process doubled as an opportunity to do market research on the state of the start-up ecosystem and connected AEDP to a deep bench of local, innovative companies that are here and thriving.

"I think it's no secret that a lot of companies start in Alexandria — it's amazing — and then they move to our more office-rich neighbors," Philomena Fitzgerald, AEDP's Senior Manager for Strategic Initiatives & Innovation told the *Washington Business Journal*. "We want them here, and we want them to stay and grow."

The accelerator will also integrate as appropriate with programming offered through National IQ, the new innovation district in National Landing (see page 4).



ALX FORWARD GOAL AREA

Entrepreneurship & Innovation

Accelerate ALX

The Inaugural Cohort

41 applicants

10 selected

1 Apex Sensor Labs LLC

FOUNDERS:
Joshua Smith & Alison Stace-Naughton

Apex Sensor Labs LLC solves the "Smart Home Dilemma"—the forced trade-off between user convenience and data privacy.

2 Atlas Geo Technologies LLC

FOUNDER:
David Brignoni

Atlas GEO Technologies operates three live geospatial SaaS products that turn location data (mainly crash analytics) into the reports state and local governments need to apply for federal funding, stay compliant, and make better decisions.

3 Barding Defense

FOUNDER:
Jackson Reed

An intelligence and orchestration platform for offensive cyber operations (red teaming, penetration testing). It sits above existing command-and-control frameworks and turns fragmented operator activity into structured, query-able intelligence.

4 Choros

FOUNDER:
Alex Vans

Choros is a paid membership platform built on the psychology of how men actually make friends: small groups, shared activities, and agent-assisted coordination.

5 Safe on Social Inc.

PRESIDENT, NORTH AMERICA:
Nick Marino

Safe on Social is the operating system for Behavioral Risk Intelligence—the governance infrastructure schools, enterprises, and governments cannot opt out of. It detects behavioral and digital risk signals before they escalate, automatically document every governance action as board-ready evidence, and operationalize prevention continuously.

Veteran Founders	
4	3
Female Founders	5

Founders from Underrepresented Races or Ethnicities

6 Seed Technologies

FOUNDER:
Camille Jones

Seed Technologies builds two core products: a novel high-DOF robotic hardware system for complex spray processes, and AI software for process planning, path planning, and real-time control.

7 The Authentic Consortium

FOUNDER:
James Pfautz

The Authentic Consortium's Healthcare Informatics AI is called "Triad Health Engine," and it is a rural-health platform focused on community health intelligence, revenue improvement, and operational support for clinics. It solves the problem of fragmented rural clinic management by helping organizations find missed billing dollars, track grants, stay ahead of compliance deadlines, and monitor local health and supply risks.

8 Future Energy Resources, LLC

FOUNDER:
Marian Pegram

Future Energy Resources is an infrastructure development company that helps local governments identify and advance opportunities to repurpose underutilized public assets into smaller-scale Edge AI data centers.

9 Avara AI

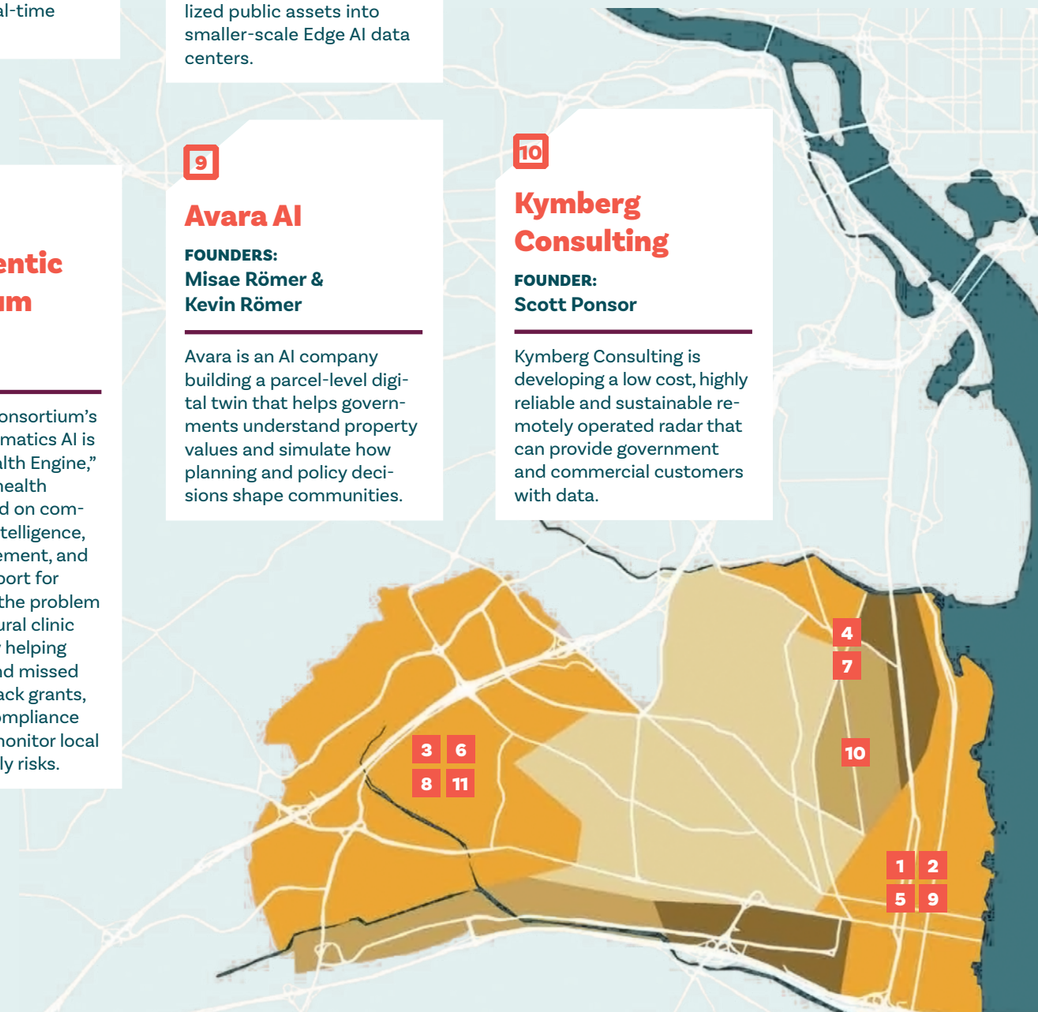
FOUNDERS:
Misae Römer & Kevin Römer

Avara is an AI company building a parcel-level digital twin that helps governments understand property values and simulate how planning and policy decisions shape communities.

10 Kymberg Consulting

FOUNDER:
Scott Ponsor

Kymberg Consulting is developing a low cost, highly reliable and sustainable remotely operated radar that can provide government and commercial customers with data.



ALX FORWARD GOAL AREA

Place-Based Development

Business Retention & Recruitment



Raising the Bar:
Inova's Future Alexandria Hospital Tops Out

At the ceremony, guests looked up (and toward the future) at the coming world-class healthcare destination

To mark the latest milestone in the metamorphosis of a vacant mall in Alexandria's West End, Inova hosted a topping out ceremony on April 13 for their state-of-the-art healthcare campus.

Local leaders and elected officials joined Inova leadership and community partners to commemorate the occasion and sign the final beam before it was lifted atop the steel structure.

"Years ago, we set a vision," said Dr. Stephen Jones, President and CEO of Inova. "There are folks in this room who rolled up their sleeves and worked through some real challenges ... and today, this is all starting to feel real."

FROM MALL TO MODERN HEALTHCARE

Glancing up at the glass and steel, it's hard to picture Landmark Mall, a longtime retail anchor for the West End, which called the site home for mutliple generataions. The property had sat largely vacant, at one point making a cameo in the 2020 *Wonder Woman 1984* movie, as it awaited its next chapter.

Now, in a new transformation worthy of the big screen, the site is rising as WestEnd Alexandria, a mixed-use, walkable development anchored by Inova, with plans for housing, office, retail, parks, and a transit hub.

Inova leadership, City of Alexandria elected officials, and community partners gather in front of the future Inova Alexandria Hospital during the campus topping out ceremony. Photo courtesy of the City of Alexandria.

"The building behind me, the new Inova Alexandria hospital, will reflect the support and elevate the excellence of the people who will serve inside it. When we talk about the future of Inova, we're not just talking about buildings. We're creating spaces that are modern, intuitive, welcoming, and designed not only for treatment, but for healing," said Dr. Rina Bansal, President of Inova Alexandria Hospital and Senior Vice President of Inova Health Systems. "Today marks a meaningful milestone for our team, our patients, and the City of Alexandria."

BUILT THROUGH PARTNERSHIP

The project was made possible in part through a unique partnership with the City of Alexandria and the Industrial Development Authority (IDA)—a seven-member board, appointed by City Council and administered by AEDP that promotes and facilitates economic development.

The City purchased the land under the new campus, and, through the IDA, executed a 95-year ground lease with Inova, providing the incentive needed to move the hospital project forward and jump-start the full 52-acre redevelopment. Plans for the site include for-rent and for-sale multifamily residential units, as well as retail, commercial, and entertainment offerings, including parks and a fire station.

As Vice Mayor Sarah Bagley said during her remarks, "[This campus] will be a symbol of our land use, of our healthcare commitment, of our housing commitment, of our transit commitment. I'm excited about what people will see when they enter our City from the west and see this beacon of healthcare, hope, and opportunity."

Slated to welcome its first patients in 2028, the campus will introduce new services, including a larger emergency room, private patient rooms, and the Inova Schar Cancer Institute.



AEDP Senior Vice President Marian Marquez signs the final beam during the topping out ceremony for the future Inova Alexandria Hospital.

> "When we talk about the future of Inova, we're not just talking about buildings. We're creating spaces that are modern, intuitive, welcoming, and designed not only for treatment, but for healing."

ALX FORWARD GOAL AREA

Business Retention & Recruitment

Alexandria Retains the National Science Foundation Headquarters

The Foundation and its 1,600 jobs relocated to new office space in Carlyle in May



THE AEDP Impact

When HUD announced its move in June 2025, AEDP and the City of Alexandria jumped into action, working with both agencies, as well as state and federal officials to make sure that NSF and its employees could have a seamless transition to a building as close to their former headquarters as possible.

In August 2025, GSA issued a pre-solicitation notice that defined a narrow section of Alexandria as the desired area for the new NSF location. AEDP worked directly with eligible property owners to prepare their responses, with 601 Dulany Street ultimately selected.

With HUD and NSF both in place, the City's office vacancy rate dropped to 18.8% for the second quarter of calendar year 2026, and the two agencies combined account for more than 4,300 jobs in the City and a welcome post-pandemic vibrancy for the restauranteurs and retailers in Carlyle.

On Friday, November 14, 2025, the U.S. General Services Administration (GSA) announced that the National Science Foundation (NSF) would remain in Alexandria, moving to 401 Dulany Street, joining the U.S. Patent and Trademark Office (USPTO) at its campus in the Carlyle neighborhood.

In June 2025, GSA announced that the U.S. Department of Housing and Urban Development (HUD) would move into the existing NSF headquarters building at 2415 Eisenhower Avenue, bringing 2,700 jobs and the first cabinet-level federal agency to Alexandria.

While the City was excited to welcome HUD, the Mayor, City Council, and AEDP were clear at the time that HUD's relocation should not come at the expense of the NSF. The November announcement provided a clear path forward for both agencies and secured a new home for the dedicated NSF workforce. NSF's official occupancy began in May 2026, ensuring its vital mission to further science would continue in Alexandria.

"We are thrilled to say that NSF will stay in the City of Alexandria and that it will continue its role growing the innovation hub in Carlyle and collaborating directly with USPTO," said Alexandria Mayor Alyia Gaskins.

"Alexandria's economy is supported by the anchors we have recruited to the City — employers who themselves contribute to our economy, but, importantly, also catalyze spin-off activity like hotel stays, restaurant visits, and contractor businesses who locate nearby," said AEDP President and CEO Stephanie Landrum. "For that reason, the City aggressively pursued the NSF headquarters in 2017 and was vigilant in efforts to retain them in 2025."

1,600
JOBS RETAINED IN ALEXANDRIA THROUGH THE NSF HEADQUARTERS

ALX FORWARD GOAL AREA

Business Retention & Recruitment

Alexandria-Based Systems Planning & Analysis Announces Strategic Northern Virginia Expansion

The national security company, headquartered in Alexandria for 53 years, will bring 500 new high-skill, high-wage jobs to the West End and expand its presence in Fairfax County

Systems Planning & Analysis (SPA) in September announced plans to expand its headquarters, purchasing and renovating its facility and nearly doubling its Alexandria-based workforce over the next five years, as part of a significant Northern Virginia expansion.

Mayor Alyia Gaskins and the Alexandria City Council joined SPA leadership, Governor Glenn Youngkin, and Fairfax County leadership at the company's global headquarters to celebrate this investment in the region's economy and detail the plans for expansion.

SPA, which is dedicated to solving the most challenging national security problems facing the United States and our allies, has been headquartered in Alexandria since its inception in 1972 and credits its proximity to Washington, DC, direct access to key government stakeholders, and its ability to tap into a highly skilled talent pool as instrumental to its success.

"We congratulate Systems Planning and Analysis on this exciting next chapter of growth at their headquarters and across the region," said Alexandria Mayor Alyia Gaskins. "The purchase of their office headquarters is a signal of their commitment to and investment in Alexandria, where they will grow their workforce and their community partnerships. This planned regional growth cements their place as a pillar of the defense and national security industry, and we are proud to add them to the growing list of Alexandria business success stories."

As part of its headquarters expansion in Alexandria, SPA has purchased their 239,000-square-foot, state-of-the-art office building and will undertake extensive renovations to create a modern, collaborative workspace for its employees. Investments will include new technology and infrastructure, designed to foster an environment of creativity and productivity.

"We are thrilled to deepen our roots in Alexandria and Fairfax County, two vibrant communities that have supported our growth for more than 50 years," said Rich Sawchak, CEO of SPA. "This expansion reflects our commitment to providing exceptional data-driven analytical insights to our clients while fostering innovation within our own organization. We are excited to welcome new talent and invest in the local economy."



Foreground: SPA CEO Rich Sawchak and City of Alexandria Mayor Alyia Gaskins at the company's expansion announcement

500
JOBS SECURED FOR THE WEST END THROUGH THE EXPANSION

In recognition of this growth, SPA will receive a grant from the Commonwealth's Development Opportunity Fund, with an Alexandria match from the Alexandria Investment Fund (AIF) for jobs created and City investments into infrastructure such as bus stops, walkways, and curb extensions near the headquarters that will benefit the entire community and improve access to the neighborhood. This is the first time the City has used AIF funds to incentivize job creation.

"This was a competitive expansion and retention project, and we are thrilled SPA has decided to continue their 50-year track record of success in Alexandria," said AEDP President & CEO Stephanie Landrum. "Their community investment will not only provide good jobs in Alexandria, it will also set the next generation of Alexandrians up for success and positively impact our commercial tax base."

SPA has also pledged further investments back into the community. As part of this expansion, they will partner with the City of Alexandria Workforce Development Center to give interview priority for qualified job applicants who come from the Center. They will also prioritize Alexandria-based vendors for any procurement needs and will work with Alexandria City Public Schools and other local nonprofits to help provide programming and practical STEM skill-building for local youth.

"This expansion reflects our commitment to providing exceptional data-driven analytical insights to our clients while fostering innovation within our own organization. We are excited to welcome new talent and invest in the local economy." —SPA CEO **Rich Sawchak**

ALX FORWARD GOAL AREA

Place-Based Development

Reenergizing a Former Power Plant

The Old Town North site is getting a second chance at life, thanks to an ambitious plan to convert the coal plant with show-stopping DC views into the ultimate waterfront destination.

Home to the last large waterfront development site in Northern Virginia and offering stunning views of the U.S. Capitol and Washington Monument, the former Potomac River Generating Station (PRGS) received approvals this year to officially begin its transformation into Alexandria's newest destination.

HRP Group purchased the land in 2020 and has been working since then to plan the removal and remediation of the former coal plant and contaminated soil to return the site to active community use.

At full build-out, the 18 acres will be home to a 2.1 million-square-foot destination, featuring commercial, residential, retail, arts, and entertainment. Situated north of Old Town and just five minutes from Ronald Reagan Washington National Airport, the site's high visibility from all angles—including its prime position along DCA's flight path—creates a unique opportunity for building signage and visibility.

The bikeable and walkable Mount Vernon Trail runs along the property and will be integrated into the final design, with plans calling for the highest levels of sustainability and green space throughout.

A ONE-OF-A-KIND OPPORTUNITY

Over the next 30 years, the development is expected to generate more than $1 billion of new revenue for the City of Alexandria. But under current market conditions, the project had stalled, leading HRP to approach the City to help close the financing gap by pledging a portion of future tax revenues to be created on site to help finance the project.

In June, City Council approved a $135 million infrastructure investment package and the phase 1 development special use permits, paving the way for the first set of buildings along the Potomac River to break ground by the end of 2027.

The first buildings will be residential with more than 800 housing units, ground-floor commercial spaces, as well as parks, fields, playgrounds, public restrooms, and a dog park. HRP is actively seeking an arts tenant for a building that is part of that phase.

2.1
MILLION SQUARE FEET

800
HOUSING UNITS

$1B
ANTICIPATED REVENUE OVER THE NEXT 30 YEARS

CURRENT SITE





THE AEDP Impact

AEDP worked closely with HRP Group and the City of Alexandria to share details of the proposed investment and opportunities the site offers with the community in advance of the City Council approval, and we continue to work with the developer to secure commercial tenants for the project's second phase.

The PRGS site is a catalyst site, an opportunity for a large project or tenant to jump start additional development throughout Old Town North and to bring the Old Town North Arts and Cultural District to life.

With its location in the DCA flight path and jaw-dropping DC views, the site offers an incredible opportunity for visibility for a wide variety of users, from hotels to corporate headquarters to arts and entertainment.

ALX FORWARD GOAL AREA

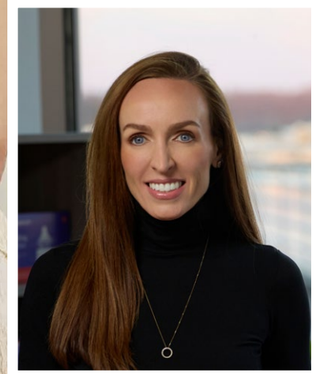
Business Retention & Recruitment



Mom's the Word

Global CEO Julie Talbot on What the Next Chapter Holds for Lansinoh Laboratories

Headquartered in Alexandria, the leading maternal wellness brand proves that location and community make for a perfect pair



What do moms, Alexandria, and Kylie Jenner all have in common? The answer lies with Lansinoh Laboratories.

Since 1984, Lansinoh has paved the way for women to nurse on their own terms. Today, the trusted parenting company sells products ranging from breast pumps to baby bottles in over 60 countries, supporting mothers through prenatal care, pregnancy, postpartum recovery, breastfeeding, and toddlerhood.

"We want to be there for today's families," said Global Chief Executive Officer Julie Talbot.

A mom herself, Talbot sheds light on what's next for the heritage brand and how she found her home away from home at Lansinoh.

A BRAND BUILT FOR MOMS BY MOMS

First comes love, then comes marriage—and then comes the baby and painful breastfeeding for founder Resheda Hagen. Sore nipples from nursing had her reaching for something that didn't yet exist on the market. With no relief in sight, she developed Lansinoh's first product: The Lanolin Nipple Cream.

As the product name suggests, the all-natural ointment is made with lanolin, a soothing emollient derived from sheep wool. Hagen pioneered the ultra-purification process to ensure the cream was safe for moms and babies—and the rest is herstory. The cream remains a cult favorite to this day, with over 65 million units sold, helping more than 100 million moms worldwide.

ALX FORWARD GOAL AREA

Business Retention & Recruitment

THE POWER OF PURPLE

Packaged in the brand's signature purple, Lansinoh's product line includes wearable electric breast pumps and silicone milk storage bags, as well as glass baby bottles and sip starter sets for toddlers, offering busy moms support when they need it most.

"Everybody knows Lansinoh as the purple box, the purple tube," says Talbot.

The lavender hue is hard to miss. In one of Kylie Jenner's "Get Ready with Me" videos, the beauty mogul can be seen using a purple tube, prompting one eagle-eyed viewer to comment: "The best healing cream for everything!"

Talbot notes the cream can be used to soothe sunburns, moisturize your cuticles and nails, and even relieve chafing for runners—you name it. "It's pretty universal for everyone," she shares.

So, what was Jenner's beauty secret? A pearl-sized dollop of Lansinoh's nipple cream on her lips before she sauntered off to a Schiaparelli show during Paris Fashion Week.

In response to so many moms' off-label use of the cream, the company had previously introduced the Lanolin Lip Balm, an all-natural formula designed specifically for lips. The product gained viral attention, earning a loyal following among beauty editors, celebrities, and mothers alike for its long-lasting hydration.

TALBOT'S PATH TO LANSINOH

Talbot found herself gravitating toward mission-driven brands throughout her career. She previously held leadership roles at Burt's Bees, Bluemercury, Mars, and Jessica Alba's Honest Company.

A Hokie at heart, Talbot received a bachelor's degree in marketing management with a minor in communication and business leadership from Virginia Tech.

By the time Talbot was first introduced to Lansinoh on the business front, she was already familiar with the brand as a consumer. A mother of a four-year-old little girl, Talbot has spoken openly about facing fertility challenges during her journey to motherhood. "It was very personal for me to join this company. I want to be able to give back and hopefully do more and make it easier for someone else."

"We love being here...The community is nice. We have a lot of great neighbors. It affords us many opportunities for team building and getting outside, getting into nature, being in such a culturally relevant, dynamic, diverse environment."

Talbot first stepped into leadership at Lansinoh in 2024, overseeing the company's largest market as President of North America, where she shaped brand strategy and growth across the region. "As soon as I started interviewing with the team and meeting more and more people at Lansinoh, I knew 'This is my home.'" Two years later, Talbot took up the purple baton as the Global CEO.

MOTHER KNOWS BEST

Lansinoh's office is located in Alexandria's Canal Center, along the waterfront in Old Town North. Walking around, you're greeted with views of the Potomac and framed photos of smiling moms and babies with the words, "There's no one way to be a mom," emblazoned on the wall. A perfect way to encapsulate Lansinoh's mantra of caring for mothers at every stage.

"What I try to keep in mind here is that every mother's journey is unique. It looks different for everybody," said Talbot. "It's messy, and it's hard, and it's ok to not be perfect."

When asked about her leadership style? "People first," said Talbot. "Every decision needs to be really grounded in: Is what we're doing the right thing for our moms, and then also the right thing for our teams and our shareholders?"

In her first year as CEO, Talbot plans to use this time to listen and learn as she broadens her gaze internationally, getting to know teams around the world.

"I want to humanize Lansinoh. It's all about the people...the teams... It's about how we show up for our moms," said Talbot.

A LOCAL BRAND WITH GLOBAL REACH

Since the early 2000s, Alexandria has served as Lansinoh's home base. Talbot cites the City's strong sense of community and access to international travel as key reasons it's an ideal location for doing business.

Having Ronald Reagan Washington National Airport minutes away made travel effortless for teams visiting from abroad and vice versa. International access became crucial after Lansinoh was acquired by Pigeon Corporation in 2004 as the Japanese company's first U.S. subsidiary. "We have global strategy meetings here. We have people coming in from Japan, Turkey, the UK, Germany, and France," said Talbot.

Beyond the convenience of travel, the City's eclectic food scene, robust shopping, and tightly knit community only add to the "ALX experience."

"We love being here. The team loves being here," shares Talbot. "It's beautiful. The community is nice. We have a lot of great neighbors. It affords us many opportunities for team building and getting outside, getting into nature, being in such a culturally relevant, dynamic, diverse environment."

WHAT'S NEXT FOR LANSINOH?

Motherhood is a connected experience that transcends borders, cultures, and languages—a thought not lost on Talbot. Maintaining accessible pricing and modernizing the brand remain top of mind for the rising Global CEO.

"For me, it all goes back to the moms, right?" said Talbot. "The moms, the parents, the families, and what we're doing for them. I'll never take my eye off that."



Lansinoh Laboratories waterfront headquarters in Old Town North provides the company with easy access to the airport as well as Alexandria's many independent food and retail options.

ALX FORWARD GOAL AREA

Business Retention & Recruitment



© Lisa A

More Than a Music Venue

The Birchmere's Enduring Legacy in Alexandria

For more than 60 years, The Birchmere has been a cornerstone of Alexandria's live music scene.

Founded in 1966 by Gary Oelze, the once small sandwich shop evolved into a 500-seat venue, becoming one of the region's most beloved music halls.

Today, owner Susan Pilchard Oelze and Promotions Director Michael Jaworek carry forward Gary's legacy following his death in 2023.

"Gary started here from nothing but a really small sandwich shop that he brought music into," said Susan. "Soon it grew into a second venue, and now this one. This is home."

Oelze and Jaworek have worked on preserving the intimate listening experience and balancing tradition with the realities of an ever-changing music industry. Performances range from jazz, rock, folk, comedy, and more.

Inside the venue, signed albums and concert memorabilia greet you as you walk in, paying tribute to the legends who've graced its stage. Johnny Cash once strummed the opening chords of "Ring of Fire," Ray Charles gave his final performance of "Hit the Road Jack," and Dave Matthews even recorded a live album. It's equal parts living museum and shrine to American music. Plus, the food is well worth a round of applause.

Through decades of change in the industry, The Birchmere has remained rooted in its identity as a place where artists and audiences can connect with live music. Its longevity is a testament not only to the venue's commitment to that experience, but also to the strong community support and cultural vibrancy that Alexandria brings.



The Birchmere owner Susan Pilchard Oelze and her late husband, founder Gary Oelze.

AEDP: The Birchmere recently celebrated its 60th anniversary. Looking back, what do you think has allowed it to remain such a beloved venue while so much of the music industry has changed?

Susan: Unlike years ago, there's so much more competition now. What it really comes back to is why a place can stay alive, popular, and thriving for so long. It's because of the family that's been built here. People know that when they come here, they're always going to see the same people, they're always treated well, and they're always treated like family. I think that's the significance of what this club contributes to the economy of Alexandria. It's more important than how many seats you sold. It's about what this club brings to the city.

Michael: It's very much a relationship business ... It's challenging to break into, but those relationships are what make it work.

AEDP: Why has The Birchmere chosen to grow in Alexandria? How has the relationship between the venue and the community evolved over the years?

Susan: This is where it started. If you could pick this building up and move it, it still wouldn't be The Birchmere. People expect it. They love the mural. They come here to take pictures and listen to good music.

Michael: It's a well-educated, forward-thinking market, and also diverse in terms of background, whether from another country or from another state ... those components allow us to succeed where we can do shows they cannot do in other cities.

AEDP: The Birchmere has hosted legendary performers and unforgettable moments. Is there a particular artist, performance, or memory that stands out to you as capturing what makes this venue special?

Michael: When Vince Gill was here one time, he did a four-hour show—two with the band, one solo, and the fourth hour with the band again. It was like he was on stage for four minutes, because it went by so fast. It was so wonderful.

AEDP: For someone who has never been to The Birchmere, what do you hope they experience the moment they walk through the doors?

Susan: People know when they come here it's completely quiet. They're here to listen to the show. The artists know they're performing for an audience that's really listening.

Michael: Every detail is thought of, from the sound quality to the seating process... I hope they walk in and say, 'Why haven't I been here before?'

Alexandria's Shining Moments in 2026

Several projects and developments across the City this year earned notable economic development accolades. From an all-affordable office conversion to 500 new jobs in the West End, these award-winning deals highlight how combining community needs with business opportunities moves ALX forward.

Systems Planning & Analysis Expansion Named the Top Non-Manufacturing Deal in Virginia

Area Development magazine's 21st Annual Shovel Awards recognize impactful developments across the nation. Alexandria-headquartered Systems Planning & Analysis' purchase of its building and regional expansion was named the best non-manufacturing deal in Virginia and the fifth nationwide. SPA's $46.9 million investment will bring 1,200 new jobs to Alexandria and Fairfax County over the next five years (see p. 14).



1,200

jobs brought to Alexandria and Fairfax County over the next five years with SPA's expansion



Chamber ALX Names Marian Marquez 40 Over 40

AEDP Senior Vice President Marian Marquez was recognized by the Chamber ALX as a 2026 40 Over 40 Award Winner. Marian directs the City's core economic development functions of business investment, real estate, and small business initiatives. From overseeing the City's first accelerator for high-growth technology startups, Accelerate ALX, co-launching the National Innovation Quarter, and co-leading the effort that led to ALX Forward, Marian plays a vital role in advancing Alexandria's innovation economy and long-term growth.



Virginia Tech's First Alexandria Building is a Top Virginia Project

Virginia Business magazine recognized Virginia Tech's Academic Building One as a Top Project for 2026. The $310 million faceted Potomac Yard building delivers on the promise of talent development made with the recruitment of Amazon's HQ2 in 2018. The 11-story, 300,000-square-foot graduate facility anchors Virginia Tech's presence in the region and fuels Northern Virginia's efforts to grow its tech talent workforce.

Tap into Tech Talent Takes Home a Business Facilities EDO Award

AEDP's Tap into Tech Talent event was honored in *Business Facilities* magazine's 2026 Economic Development Organization (EDO) Awards. The EDO Awards spotlight innovative economic development programs and initiatives across the country.

The event connects students at the Virginia Tech Institute for Advanced Computing with Alexandria businesses seeking employees, interns, or help with a specific project. Businesses spanned Alexandria's industries, from consulting firms and biotech to boutique retail and wellness studios.

Alexandria Is a Top Innovation Hub to Watch

Business Facilities magazine also named Alexandria the "Top Innovation Hub" to watch in 2025, citing the official opening of Virginia Tech's new building as a key driver of entrepreneurship and innovation opportunities in the region.

5001 Eisenhower Breaks Ground and Earns Deal of the Year Recognition

Virginia Business magazine named the conversion of the long-vacant former Victory Center as a Top Real Estate Deal of 2026. The 640,000 square-foot building at 5001 Eisenhower Avenue, which has been empty since 2003, is being redeveloped to a 377-unit all-affordable residential building thanks to a first-of-its-kind tax abatement from the City of Alexandria and a partnership between owner Stonebridge and Amazon's Housing Equity Fund.

The project broke ground in February 2026. "Working with the City and Amazon, we are able to think bigger than conversion," said Douglas M. Firstenberg, Principal at Stonebridge in a press release at the time. "We were able to create a new model for affordable housing. The scale of the project, the range of affordability, unit mix, and the capital committed to the project are unique. We are grateful to all our partners' commitment to making this project a reality."

7.5%

share of jobs for recent grads

Alexandria Is a Top City for Recent Grads

Coworking Café named Alexandria a Top Mid-Sized U.S. City for Recent Grads Starting a Career in 2026. Alongside neighboring Arlington, Alexandria had the highest share of jobs for recent graduates at 7.5%, and had an increase in degree attainment, median income, and improved employer health insurance coverage from 2025.

Request a ribbon-cutting for your new or expanding business at **alexandriaecon.org.**

A Year of New Beginnings



12.22.25
Tennis String Theory
EISENHOWER



1.9.26
Wonder
POTOMAC YARD



1.23.26
Movement in Science
WEST END



3.28.26
MexCorner
OLD TOWN



3.21.26
Muve Studio
CARLYLE



3.12.26
The Commodore
OLD TOWN



2.20.26
The World Crafted on King
OLD TOWN



2.11.26
Sundara Indian Restaurant
OLD TOWN



3.30.26
Premier Reprographics
CARLYLE



4.1.26
DCANTER - A Wine Boutique
OLD TOWN



7.19.26
GloWell Hair Spa
OLD TOWN



7.10.26
Cherry on Top
OLD TOWN



7.15.26
Maison Briezh
OLD TOWN

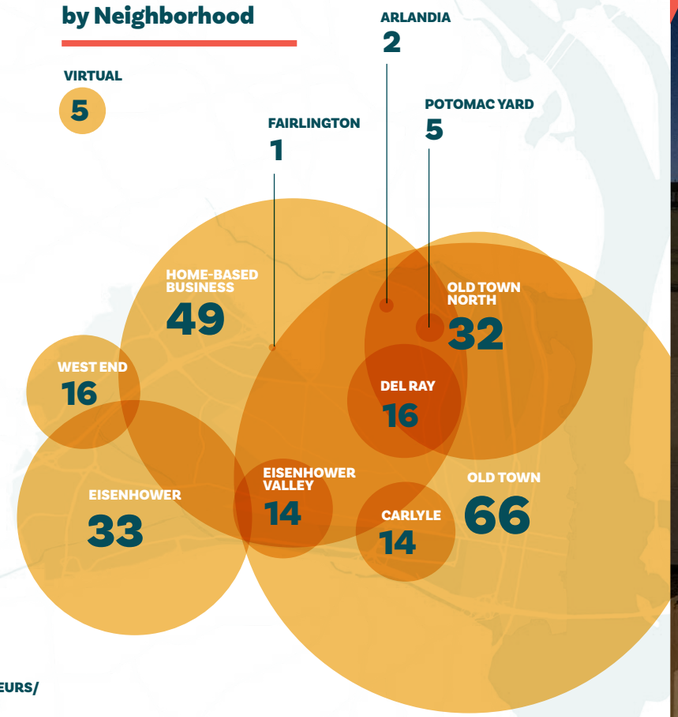
FY26 By the Numbers

2,791
Jobs created or retained

655,944 SF
Occupied by project wins

18.8%
Office vacancy rate

Businesses Engaged by Neighborhood

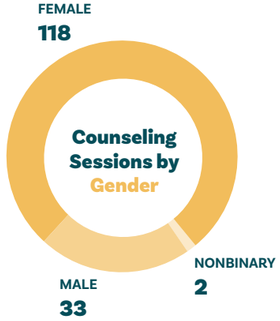


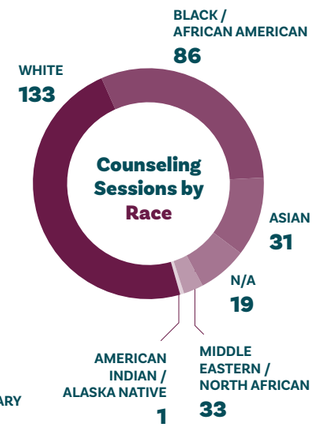
Small Business / Business Retention

13 RIBBON CUTTINGS

118 VISITS TO ENTREPRENEURS/ BUSINESSES

304 COUNSELING SESSIONS





Industrial Development Authority (IDA)

BONDS ISSUED THROUGH THE IDA **$389M**

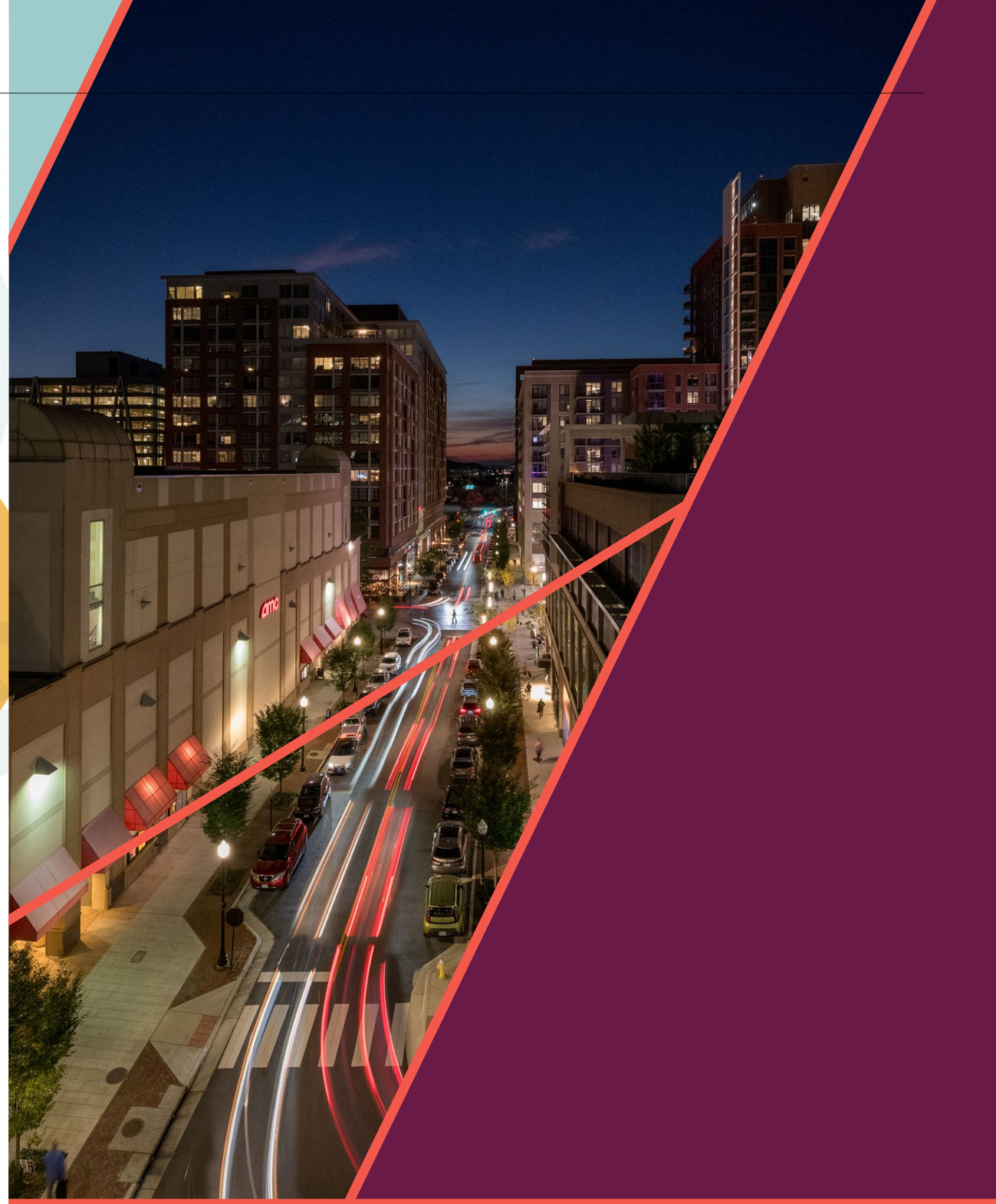
DEVELOPMENT CREATED/RETAINED BY IDA **800K SF**

JOBS CREATED/RETAINED **268**

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4851 LINKEDIN FOLLOWERS





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