

Economic Development Presentation for the Town of Warrenton

AUGUST 12, 2025



Topics for Discussion

- I. What is Economic Development
 - Value of Economic Development
 - Best Practices
- II. Fauquier County Department of Economic Development
 - Five areas of work
 - Our work in Warrenton
 - Tourism
- III. Demographics & Metrics
 - Basic Demographics
 - Cost of Living
 - Industry Snapshot
 - Industry Clusters
 - ALICE Report
- IV. Strategic Planning
 - Warrenton's Plan Warrenton 2040 elements for economic development.
 - Target business sectors for new business recruitment
 - Partnering with the Fauquier County Department of Economic Development.
- V. Questions

What is Economic Development?

Economic development is a set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of quality of life for residents. Economic capacity-building through workforce development, industry partnerships, site development and entrepreneurialism.

- Leveraging community partners to strategically position an area TO COMPETE for business attraction, expansion, retention and formation.
- Creating an inclusive economy and optimizing opportunities for all Warrenton & Fauquier County citizens.
- Dedicated leadership to raise awareness and motivate stakeholders into action.

What is the VALUE of Economic Development?

Economic development generates local government revenues, employment opportunities and business prosperity. A favorable business environment attracts new ventures and helps retain established businesses, ensuring long-term economic stability and growth.

Key benefits include:

- Job Creation - Businesses provide jobs to the local population, reducing unemployment and improving the community's economic health. Especially beneficial to those in our community, who need new job opportunities the most, without having to commute out of the Town and/or County.
- Increased Tax Revenues - Business activities boost tax revenues, which can be reinvested into community development projects such as infrastructure, education and healthcare. Growing the pie vs. taking a bigger slice of the existing pie through tax increases.
- Community Pride - Economic development can create a sense of community, a place where people want to live, work and play, thus enriching the civic fabric of the locality.

Economic Development vs. Over Development/Urban Sprawl

Economic Development:

- Strategic plan based on the Community's priorities.
- The need for a targeted, strategic plan for business attraction.
- Good jobs, new tax base to alleviate the burden on existing residents and businesses.

Over Development/Urban Sprawl:

- No Strategic Plan for growth.
- Random development occurs that doesn't benefit citizens or local government.
- Low wage jobs, little tax benefit.

Best Practices for Creating Economic Prosperity

Business friendly localities invest in prosperity for their citizens by:

- Removing Cumbersome Regulations - Streamlining regulations can enhance the business climate significantly.
- Clarify Local Regulations and Processes - Ensuring that all regulations, requirements and processes are transparent and easily understandable helps businesses comply with necessary legal frameworks without excessive expenditures of time or resources.
- Streamline Processes - Consolidating and streamlining required governmental processes, such as permit applications and inspections, can significantly reduce delays and increase efficiency, thus saving businesses time and money.
- Create Flexible Zoning and Permitting - Adopting flexible zoning laws and efficient permitting processes allows businesses to adapt and grow without unnecessary restrictions.
- Engage in Regional Partnerships - Understanding and leveraging the strengths and assets of neighboring localities can provide additional solutions to businesses seeking places to grow.
- Secure Accessible Business Contacts - Providing a clear and accessible point of contact within local government can help businesses navigate various processes and foster a cooperative relationship between the public and private sectors. Investing in the local economic development team is evidence of a commitment to being business-friendly.

Best Practices for Competing for New Business

Think Like the Client: Understanding Business Needs:

- Understanding and anticipating the needs and preferences of businesses when they consider expanding, locating or launching in a new area.
 - Shovel Ready Sites.
 - Streamlined permitting. Time is money for businesses!
 - Workforce, infrastructure and incentives.
- By putting ourselves in the shoes of business leaders, we can more effectively identify what drives business decisions and tailor strategies, policies and investments to meet their needs.

Resources for Understanding the Elements of Economic Development and Designing a Strategic Plan for a Community

VEDA (Virginia Economic Developers Association) Guidebook for Elected and Appointed Officials

- Comprehensive guide to economic development at the local level
- Provides a foundational resource for elected and appointed officials in Virginia to understand economic development, its key drivers and how they can play a pivotal role in fostering a thriving business climate in the own communities.
- [Economic Development Guide for Officials - Virginia Economic Developers Association](#)

VEDP (Virginia Economic Development Partnership) Orientation

- VEDP offers quarterly Economic Development (ED) 101 and VEDP Orientation sessions to leaders and practitioners involved in economic development across Virginia.
- VEDP Orientation provides a deep dive into each division within VEDP and the resources we offer our partners.

Fauquier County Department of Economic Development

Five main areas of our work:

- Existing business retention and expansion
 - Work with current businesses to help them overcome challenges and take advantage of opportunities.
 - Liaison with Virginia Economic Development Partnership (VEDP) to access their incentives and resources.
- New business recruitment
 - Attraction of targeted business sectors to increase tax base and good jobs.
 - New amenities for the community.
- Tourism
 - Tourism brings in new money to our local economy. This money circulates through the community, creating wealth for our businesses and citizens and sales and meals tax for local government.
- Small business/entrepreneurial development
 - Support start up and small businesses to help them get established and to help them grow.
 - Small businesses usually require a small footprint and can utilize existing space vs. greenfield development.
- Workforce
 - Support workforce development through working with businesses. Laurel Ridge

Fauquier County Department of Economic Development's Work in Warrenton

- Silver Branch- Worked with owners to expand their operations into old Wort Hog building.
 - Secured County Tourism Incentive, Virginia Jobs Investment Program Grant, County Tourism Grant for Highway Sign, increasing tourism for Warrenton.
- Warren Green Building- Working with consultant to market property for conversion to Boutique Hotel.
 - A new Tourism Destination that will be a Sales and Meals Tax multiplier for Warrenton and Fauquier County.
- Fauquier County Department of Economic Development has worked with 43 Warrenton businesses in the last three years.
- Mason Enterprise Center-
 - County funded business incubator nurturing several dozen start up and small businesses over 11 years.
- Microloan Program- Small business loans below market rate for start-ups, entrepreneurs.
 - Silver Branch, Wild Hare Cider
- Grants
 - Technology and Tourism- Enlighten Styles, Deja Brew, Ciao Bela Celebrations, Drum and Strum, Dok Klaus, Great Harvest Bread, Chilton House, Silver Branch, Studio Luxe.
 - Façade- This n' That Amish, 28 Ashby Street, Warrenton Meeting Place, Hitchcock Building on 5th street.
- Job Fairs
 - Partnered with Laurel Ridge Community College to host several job fairs for Fauquier County residents and businesses.
- Tourism
 - On-going marketing campaign with Advance Travel & Tourism promoting Warrenton & Fauquier County showcasing Old Town, farmers market, wineries, restaurants and other attractions to the D.C./Maryland/Northern Virginia Metro Area.
 - Print ads in northern Virginia tourism publications. Virginia Living and Northern Virginia Magazine.



Tourism

WHAT DO WE DO?

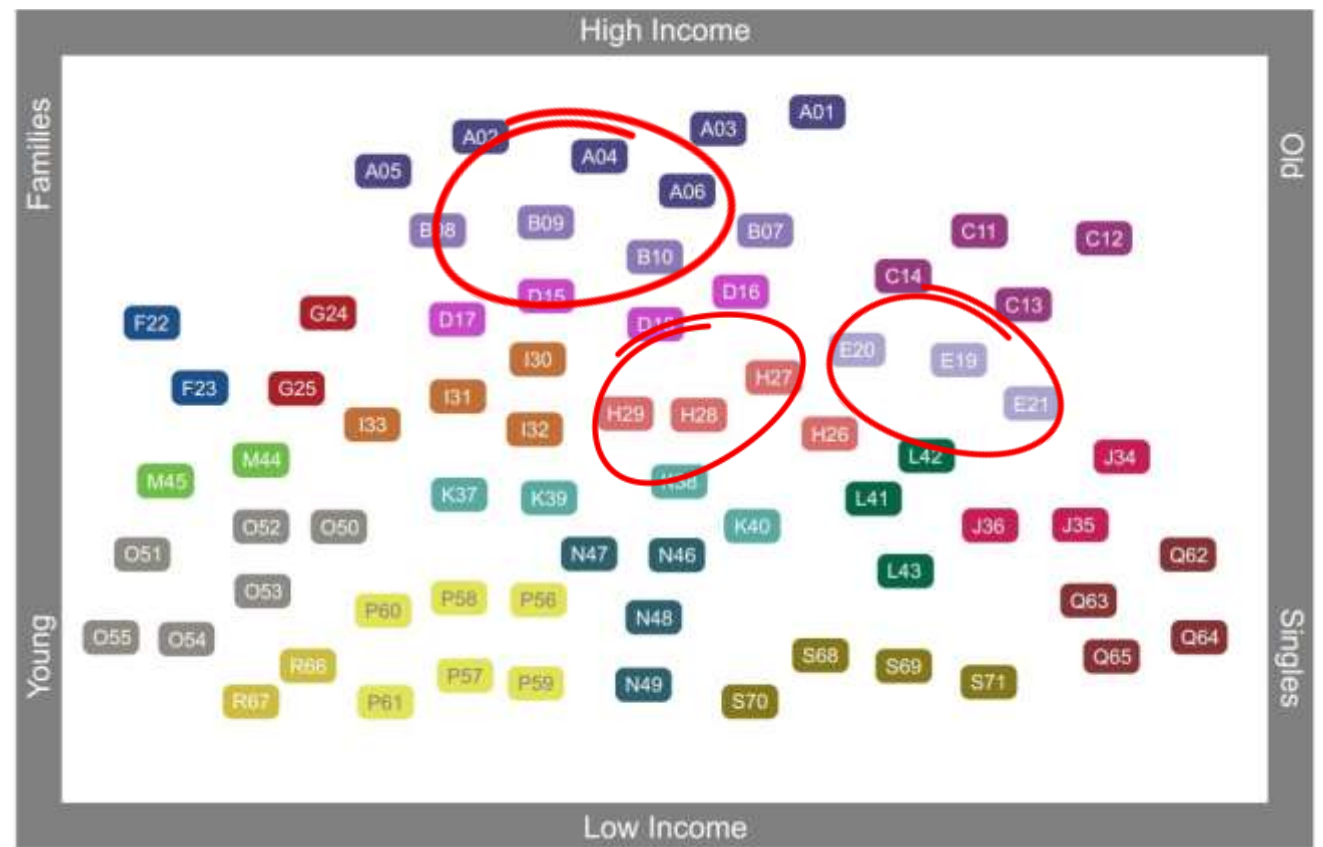


FAUQUIER COUNTY
VINTAGE 1759
Take a deep breath.

- Assist tourism businesses with marketing plans, and other business needs.
- Market/advertise Warrenton & Fauquier County as a tourism destination - work closely with digital marketing firm to create targeted marketing program.
 - Manage and create content for the social media.
- Coordinate with travel writers/bloggers to visit Fauquier County.
 - Participate in regional and statewide tourism initiatives.
 - Coordinate design and distribution of tourism collateral.
- Manage and create content for visitfauquier.com website.

Visitors

WHO ARE THEY?



B Flourishing Families
Affluent, middle-aged families and couples earning prosperous incomes and living very comfortably. Adult children

4.70% | 6.52%

Who we are

Head of household age	Type of property
30-45 30% 24.5%	Single family 33% 30.0%
Household income	Household size
\$125,000-\$145,000 30% 31.0%	2 persons 33% 31.1%
Home ownership	Age of children
Homeowner 33% 34.7%	13-18 33% 33.0%

Channel preference

TV	125
Envelope	110
Smartphone	30
Tablet	113
Smartwatch	108
Like	203

Technology adoption

Smartphone

Key features

- Affluent
- Charitable contribution
- Active lifestyle
- Saving for college
- High credit card use
- Family-oriented activities

Source: USA

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H Bourgeois Melting Pot
Middle-aged, established couples living in suburban homes

3.70% | 3.37%

Who we are

Head of household age	Type of property
30-45 33% 24.5%	Single family 33% 30.0%
Household income	Household size
\$75,000-\$95,000 33% 30.0%	2 persons 33% 31.1%
Home ownership	Age of children
Homeowner 33% 34.7%	13-18 33% 33.0%

Channel preference

TV	125
Envelope	110
Smartphone	30
Tablet	113
Smartwatch	108
Like	203

Technology adoption

Smartphone

Key features

- Multicultural
- Contributive spending
- Financially informed
- Relatively young
- Married

Source: USA

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E Thriving Boomers
Upper-middle class baby boomers age 50+ living in affluent, established homes in suburban areas

1.48% | 2.87%

Who we are

Head of household age	Type of property
50-65 33% 24.5%	Single family 33% 30.0%
Household income	Household size
\$75,000-\$95,000 33% 30.0%	2 persons 33% 31.1%
Home ownership	Age of children
Homeowner 33% 34.7%	13-18 33% 33.0%

Channel preference

TV	125
Envelope	110
Smartphone	30
Tablet	113
Smartwatch	108
Like	203

Technology adoption

Smartphone

Key features

- Middle class
- Suburban
- Politically independent
- Nature enthusiasts
- Married couples
- 60s/70s music lover

Source: USA

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Visitors

WHERE ARE THEY
COMING FROM?



Northern Virginia

Warrenton Main Street corridor (Including The Fauquier History Museum) (October 31, 2023 to October 31, 2024)

POI Name
Warrenton Main Street corridor (Including The Fa...

VIRGINIA IS FOR LOVERS

Sample size: 56,810

Visits by Origin

% share of visits

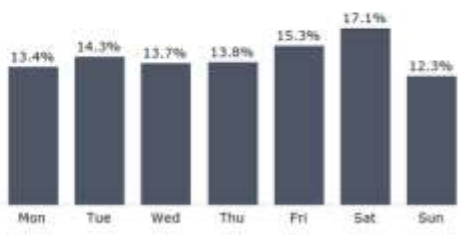


Visits per person



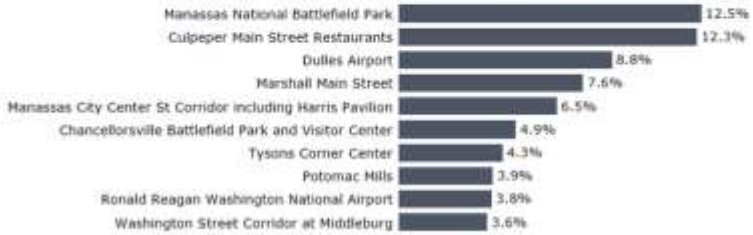
Visits by Day of Week

% share of visits by DOW



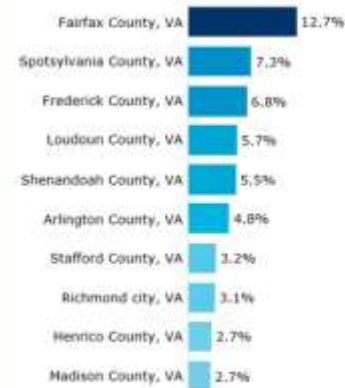
Top-10 Cross Visits

% share of visitors who visited Warrenton Main Street corridor (Including The Fauquier History Museum)



Top-10 Counties (Virginia)

Visits, % share of total state residents visits



Top-10 MSAs (Domestic Visitors)

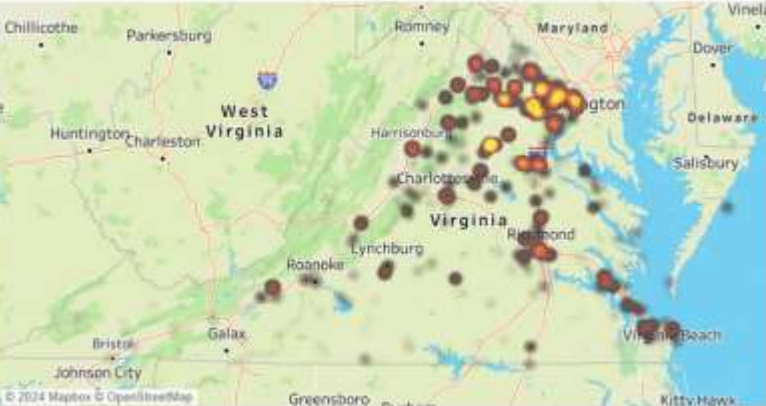
Visits, % share of total domestic visits



Source: Near

Cross Visits Heat Map

% share of visitors who visited Warrenton Main Street corridor (Including The Fauquier History Museum)



SYMPHONY TOURISM ECONOMICS

Basic Demographics

- Population- Warrenton- 10,151, Fauquier County- 73,935
- Average Annual Salary- Warrenton- \$62,515, Fauquier County- \$63,796
- Median Household Income- \$80,441, Fauquier County- \$129,495
- Mean Commute Time (Minutes)- 31.5, Fauquier County- 36.6
- Median House Value- Warrenton- \$423,500, Fauquier County- \$543,700

Source: (Jobs EQ 2025)

Cost of Living Index

The Cost-of-Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 25.6% higher in Warrenton town, VA than the U.S. average.

Cost of Living Information

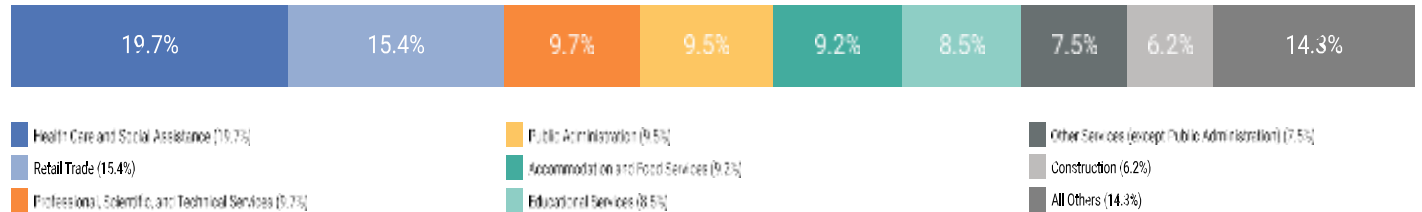
Purchasing Power	Annual Average Salary	Cost of Living Index		US
		(Base US)		
Warrenton town, VA	\$62,515	125.6		\$49,770
Fauquier County, Virginia	\$63,796	125.6		\$50,791
USA	\$74,181	100.0		\$74,181

Source: [JobsEQ® Data as of 2025Q1](#)

Cost of Living per [COLI, data as of 2025Q1, imputed by Chmura where necessary.](#)

Industry Snapshot

The largest sector in the Warrenton town, VA is Health Care and Social Assistance, employing 2,332 workers. The next-largest sectors in the region are Retail Trade (1,822 workers) and Professional, Scientific, and Technical Services (1,144). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Public Administration (LQ = 2.00), Other Services (except Public Administration) (1.76), and Retail Trade (1.76).



Source: JobsEQ
Data as of 06/2024
Note: Figures rounded to nearest 0.1%

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q4 with preliminary estimates updated to 2025Q1.

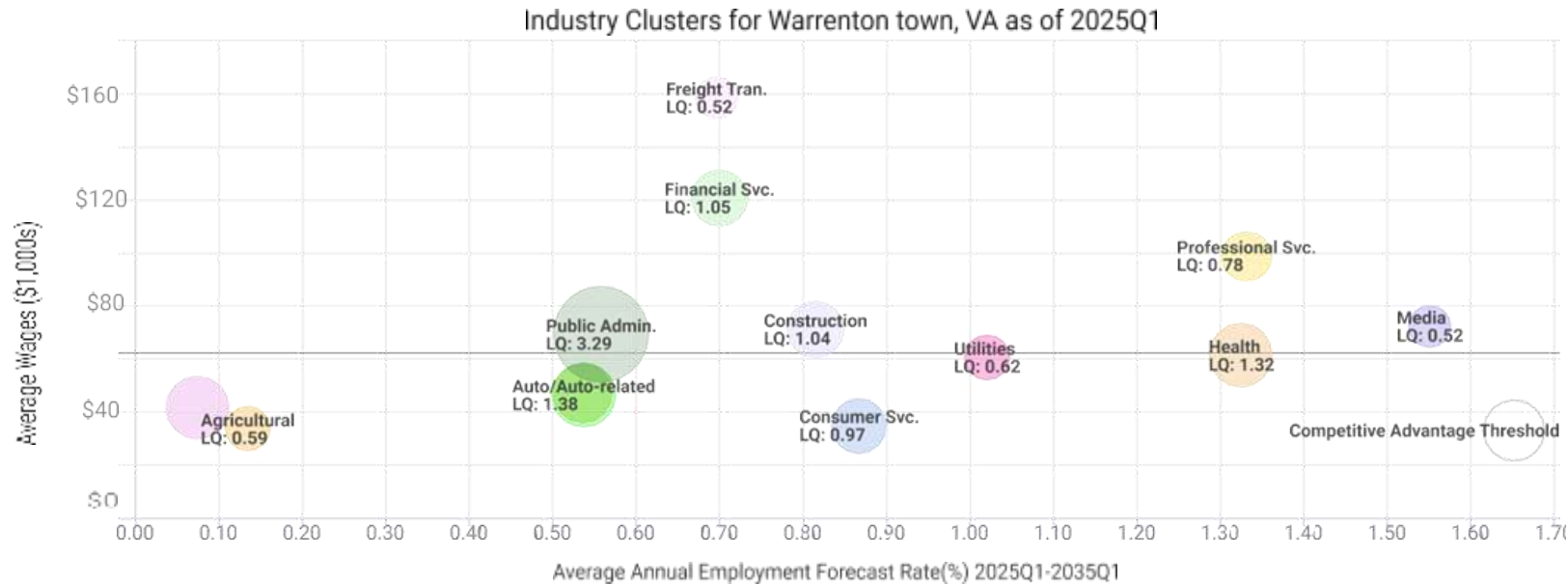
Sectors in the Warrenton town, VA with the highest average wages per worker are Transportation and Warehousing (\$155,788), Finance and Insurance (\$125,441), and Professional, Scientific, and Technical Services (\$106,803). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Professional, Scientific, and Technical Services (+403 jobs), Other Services (except Public Administration) (+157), and Construction (+120).

Over the next 1 year, employment in the Warrenton town, VA is projected to expand by 96 jobs. The fastest growing sector in the region is expected to be Information with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected to be Information (+16 jobs), Health Care and Social Assistance (+31 jobs), Professional, Scientific, and Technical Services (+17), and

Source: JobsEQ® <http://www.chmuraecon.com/jobseq>
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Industry Clusters

The industry cluster in the Warrenton town, VA with the highest relative concentration is Public Admin. with a location quotient of 3.29. This cluster employs 1,119 workers in the region with an average wage of \$69,248. Employment in the Public Admin. cluster is projected to expand in the region about 0.6% per year over the next ten years.



Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2024Q4 with preliminary estimates updated to 2025Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

ALICE Report

- ALICE is an acronym for Asset Limited, Income Constrained, Employed people.
- This is a measure of the households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

Household Survival Budget, Fauquier County, 2022

	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs and Credits		
Housing - Rent	\$1,574	\$1,705
Housing - Utilities	\$163	\$310
Child Care	-	\$2,208
Food	\$524	\$1,427
Transportation	\$397	\$1,048
Health Care	\$194	\$759
Technology	\$86	\$116
Miscellaneous	\$294	\$757
Tax Payments	\$636	\$1,767
Tax Credits	\$0	-\$433
Monthly Total	\$3,868	\$9,664
ANNUAL TOTAL	\$46,416	\$115,968
Hourly Wage*	\$23.21	\$57.98

**Wage working full-time required to support this budget
For ALICE Survival Budget sources, visit UnitedForALICE.org/Methodology*

ALICE Report

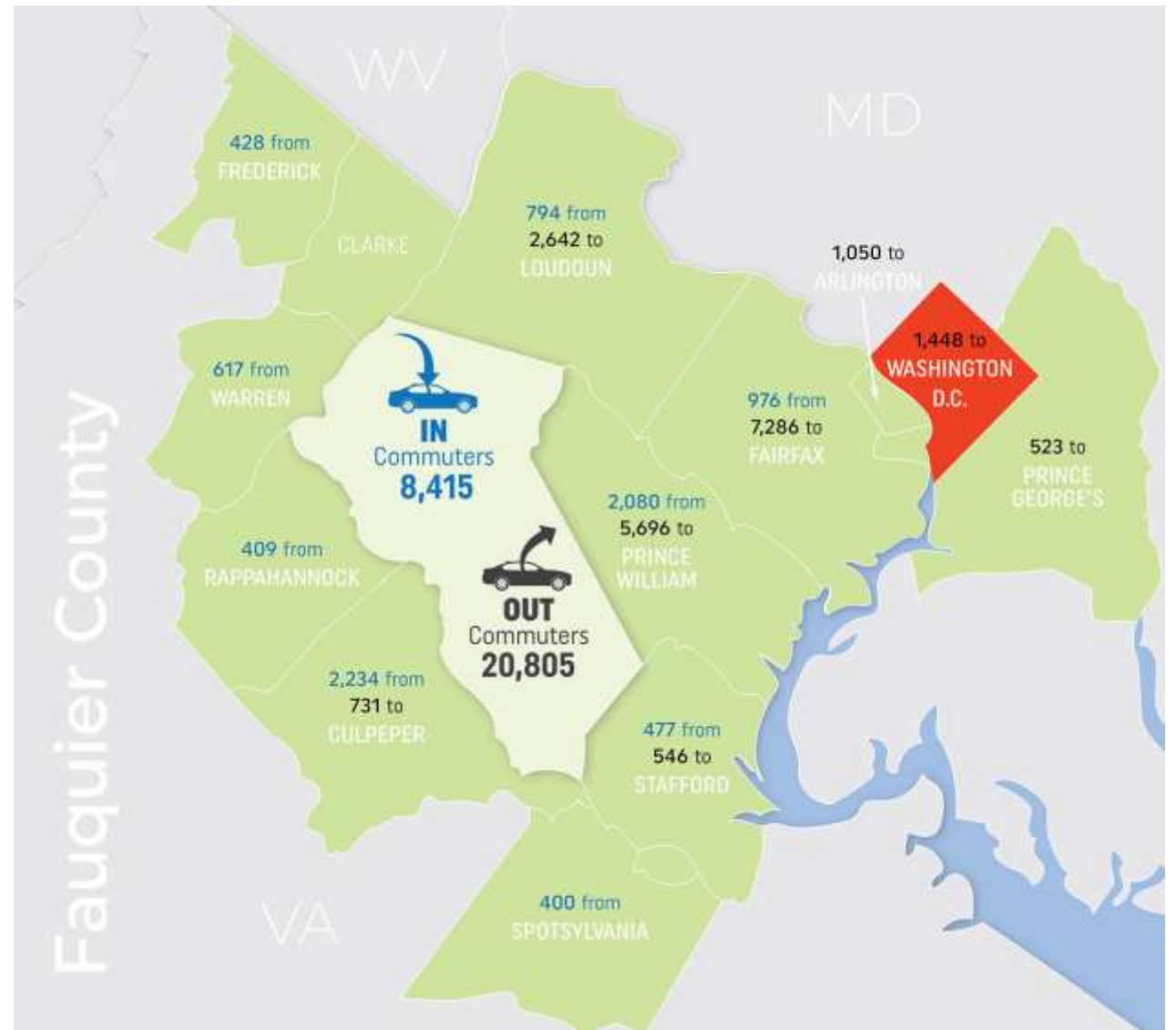
- In 2022, 8,945 households (34%) were below the ALICE Threshold in Fauquier County.
- In Warrenton, 52% of households were below the ALICE Threshold.

Fauquier County, 2022

Town	Total Households	% ALICE & Poverty
Bealeton CDP	1,558	40%
Marshall CDP	787	41%
New Baltimore CDP	3,698	14%
Opal CDP	200	18%
Remington town	302	74%
Warrenton town	3,928	52%

Commuters

***TO AND FROM
FAUQUIER COUNTY***

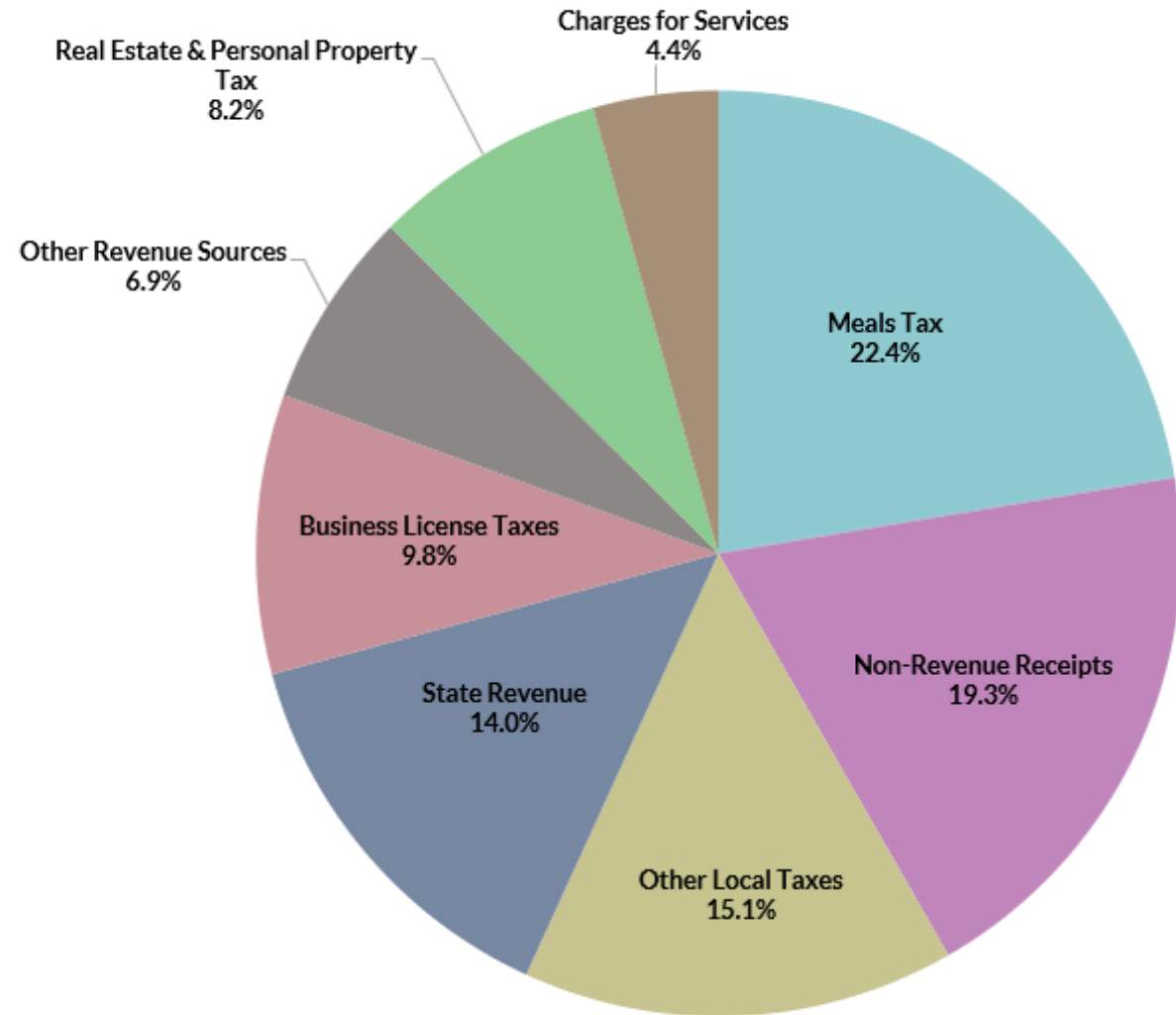


Town of Warrenton's Strategic Plan for Economic Development

From Plan Warrenton 2040- Economic & Fiscal Resilience Goals:

- Grow a strong, diversified, and resilient economy that supports residents and businesses alike.
- Increase the employment base to allow residents to live and work in Warrenton.
- Promote Warrenton as a cultural, entertainment, and arts center.
- Support Character Districts as unique mixed-use neighborhood centers.
- Be proactive in the Town's Economic Development.

Warrenton's Tax Revenue Sources



Contact Us

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