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Sent: Wednesday, January 23, 2019 6:03 PM EST
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CC: Mark Schwartz <mschwartz@arlingtonva.us>; Shannon Flanagan-Watson <sflanagan-watson@arlingtonva.us>
Subject: Press Releases related to Projects that receive incentives from Arlington County

As you know, there is great local sensitivity to the use of the National Landing Brand in place of the Crystal City Name. Because of this sensitivity, the County Manager wanted me to clarify for you the Arlington County policy related to Economic Development Project Press Releases and Deal Announcements that receive Arlington County Incentives. This has not been communicated directly in writing in the past and I wanted to be sure you and your Team were clear on this matter.

Of course, on any project that is completed independent of any Arlington County Economic Development incentives a company is free to use any branding that it deems appropriate. However, if a project receives any incentive from Arlington County ranging from cash grants to public infrastructure match the County has final approval of the language of the Press Release or Deal Announcement.

Specifically, the Press Releases are required to have a quote from a County Official. In addition, the Press Release or Deal Announcement must use the traditional name of the project area. For example, Crystal City, Rosslyn, Ballston, etc. are the traditional neighborhood sub-market names which the Community is accustomed.

Again, I apologize for not clarifying this sooner. However, working on the Amazon HQ2 like you is taking up quite a bit of time.

Best,

Victor

Sent from my iPhone