THE OPPORTUNITY
4,000 ACRES IN THE PATH OF GROWTH
Acquired Land Dec 2009

Community Development Challenges:
• Few analogs for Willowsford….not typical community
• Too much of one product (all 2,100 lots were 200 x 250)
• Too much open space for HOA to manage
• Cash strapped and reluctant builders

Home Buyer Challenges:
• Economy…federal job cuts
• Typical pattern of “moving up” delayed by recession
• Consumer confidence and debt...negative home equity
• Changing homebuyer preferences
• Skeptical buyers, general developer/builder distrust
THE OPPORTUNITY
CHARACTERISTICS OF THE PLACE
The Opportunity
Large Trends to Capitalize On

We underwrote the Loudoun County buyer profile we expected to come out of the downturn:

- Highly educated – 58% BA or higher
- Highest HH income in THE COUNTRY - $119k
- Quality of schools important – high quality schools with NEW facilities
- Concerned about the food chain…source, distribution, and quality
- Focused on health and recreation
- Seeking meaningful connections to family, friends, and nature…a simpler life
- Want to live in a “real place” with a true sense of community
THE OPPORTUNITY
POSITIONING WILLOWSFORD

• 4 Distinctive Villages Interconnected Within the Framework of One Community

• Reject Northern Virginia “Sameness” and Create a Community True to The History, Culture, and Traditions of Loudoun County

• Defining Features
  • Lots Sited within “agricultural theaters”
  • 2,000+ Acres of Open Space Managed in a Conservancy
  • Willowsford Farm and Culinary Focus
  • 45+ Miles of Multipurpose Trails
  • Unique Amenities—Camp Sites, Sledding Hills, Tree Houses, Fishing Piers
  • Repurposed Materials
  • Education and Lifestyle Programming
Willowsford Farm

- 300+ Acres
- 150+ varieties of fruits and vegetables
- Small livestock—laying hens and chickens for poultry meat
- Goats for mowing
- Bees for honey and pollination
- Weekly CSA Program
  - Veggie
  - Egg
  - Flower
  - Chicken & Meat
  - Milk & Bread
  - Kombucha
- Market Stand Open 3 days a week—May through November
- Value-add Products
- Educational programming and farm events
IMPLEMENTATION
MANAGING 2,000+ ACRES OF OPEN SPACE

• Established by Founder in 2011
• Long-term steward of the approximate 2,000 acres progressively dedicated to the Conservancy as the community develops
• 501(c)4 Structure
• Example of Virginia Piedmont countryside to be privately owned, managed and maintained in perpetuity as provided for in the Community Covenant
• Conservancy is separate from the HOA
• Supported by Community Enhancement Fees paid upon transfer of title, earned income from farming and other Conservancy-supported activities, annual assessments and through grants, contributions and sponsorships
• Beneficiaries include the Willowsford residents whose quality of life is enhanced, the greater community whose rural landscapes are maintained, and the diversity of wildlife and their habitats which are sustained
THE FARM
Willowsford Farm Mission

- To support our community with food that is healthy and tastes great
- To keep our land open, accessible, and productive
- To enhance the environmental and agricultural resources of Willowsford and the watershed we reside in
- To integrate the farm into the fabric of the Willowsford community
  - Serve as a social and educational resource for the community
  - Encourage all members of the community to make healthy lifestyle choices, particularly in regard to the food we eat, our relationships with our home, and the activities we participate in.
**Willowsford Farm**

**Local, Seasonal Eating**

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### Harvest Chart

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**Note:** This chart is intended only to give an idea of what might be in season and ready at a given time. There are always risks in farming and, therefore, no guarantee for what will be available in a given week.
WILLOWSFORD FARM TO KITCHEN
THE LODGE & SYCAMORE HOUSE
Hello CSA Members,

This week we have a small pickup at the farm on Sunday, November 20, from 3:30 to 7:30 p.m.

The farm stand is open on Saturday and Sunday from 11 a.m. to 3 p.m.

We have a limited supply of fresh produce this week, including:

- Broccoli
- Carrots
- Cabbage, red
- Cherry
- Delicious radishes
- Garlic
- Peas
- Potatoes
- Swiss chard

Please check the farm stand for availability of these items.

Happy cooking!

Willowsford Farm
INTEGRATING HEALTH & RECREATION
AGRI-COMMUNITIES
A GROWING TREND – BUT HAS TO BE REAL

Willowsford’s draw: Farm-and-food lifestyle

New and different but feels like home

Farm-to-Table Living Takes Root

GILBERT, Ariz. — In many American suburbs, outward signs of life are limited to the blue glow of television screens flickering behind energy-efficient windows. But in a subdivision of this bedroom community outside Phoenix, amid precision-cut lawns and Craftsman-style homes, lambs caper in common green areas, chickens scratch in a citrus grove and residents roam rows of heirloom vegetables to see what might be good for dinner.