

Description

The primary mission of the Office of Economic Development is to create an environment conducive for job creation, wealth creation, and quality of life improvement in the City of Danville.

The Office of Economic Development achieves these goals through new business recruitment, business retention and expansion, the promotion of tourism assets, and the facilitation of entrepreneurial endeavors, which all come together to enhance the economic wellbeing of the community.

Expenditures

	FY 2020 Actual	FY 2021 Actual	FY 2022 Adopted	FY 2023 Adopted	Increase/ (Decrease)
Expenditures:					
Personnel Services	\$ 349,610	\$ 299,480	\$ 445,680	\$ 460,560	\$ 14,880
Employee Benefits	43,016	41,910	61,870	59,130	(2,740)
Purchased Services	454,530	193,787	395,330	240,330	(155,000)
Internal Service	20,591	18,814	32,090	42,780	10,690
Contribution-Other Entities	436	-	-	-	-
Other Operating Expenses	55,170	25,188	84,000	71,980	(12,020)
Capital Outlay	-	97	-	7,200	7,200
Totals	\$ 923,353	\$ 579,276	\$1,018,970	\$ 881,980	\$ (136,990)

Personnel

Position Title	FY 2020 FTEs	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs
SPECIAL PROJECT MGR	1.000		1.000	1.000
ECONOMIC DEVELOPMENT SPECIALIST		1.000		
MARKETING AND RESEARCH MANAGER	1.000	1.000	1.000	1.000
MARKETING COORDINATOR				1.000
ASST DIR OF ECONOMIC DEVELOPMT	1.000	1.000	1.000	1.000
ECONOMIC DEV PROJECT MANAGER	1.000	1.000	1.000	1.000
DIRECTOR OF ECONOMIC DEV	1.000	1.000	1.000	1.000
Total	5.000	5.000	5.000	6.000

Description

The primary mission of the Economic Development-Tourism division is to expand the awareness of the region as a destination and to maximize the economic impact by generating revenue and employment within our footprint.

The Office of Tourism achieves these goals by aggressively branding and promoting the City and the County area to differentiate it from other regional competitors. This is done through advertising, promotions, trade events, and visitor experience initiatives in both the leisure and business travel sectors.

Expenditures

	FY 2020 Actual	FY 2021 Actual	FY 2022 Adopted	FY 2023 Adopted	Increase/ (Decrease)
Expenditures:					
Personnel Services	\$ -	\$ -	\$ -	\$ 119,480	\$ 119,480
Employee Benefits	-	-	-	12,570	12,570
Purchased Services	-	-	-	65,800	65,800
Internal Service	-	-	-	3,720	3,720
Other Operating Expenses	-	-	-	34,140	34,140
Capital Outlay	-	-	-	7,200	7,200
Totals	\$ -	\$ -	\$ -	\$ 242,910	\$ 242,910

Personnel

Position Title	FY 2020 FTEs	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs
ED TOURISM MANAGER			1.000	1.000
TOURISM SALES COORDINATOR				1.000
Total			1.000	2.000

Description

The Welcome Center provides information, bathroom facilities, a dog run, hotel reservations, brochures for Virginia as well as surrounding states, vending machines and tickets to local attractions and concerts. The gift shop is open every day of the year except for Thanksgiving Day, Christmas Day and New Year's Day. The gift shop located inside the Welcome Center features Virginia made products and serves as a small museum showing the history of the tobacco industry in Danville. Over 40,000 travelers visit the Welcome Center annually. The Welcome Center also houses the offices of several of the staff of the Special Recreation Division. The operation of the Welcome Center is offset by an annual \$100,000 contribution by the State.

Revenues/Expenditures

Prior to fiscal year 2023, the Welcome Center was included in the operations of Parks and Recreation.

	FY 2020 Actual	FY 2021 Actual	FY 2022 Adopted	FY 2023 Adopted	Increase/ (Decrease)
Revenues:					
Concession Commission	\$ -	\$ -	\$ -	\$ 1,800	\$ 1,800
State Support	-	-	-	100,000	100,000
Totals	\$ -	\$ -	\$ -	\$ 101,800	\$ 101,800
Expenditures:					
Personnel Services	\$ -	\$ -	\$ -	\$ 36,470	\$ 36,470
Employee Benefits	-	-	-	2,800	2,800
Purchased Services	-	-	-	44,200	44,200
Internal Service	-	-	-	21,780	21,780
Other Operating Expenses	-	-	-	9,230	9,230
Totals	\$ -	\$ -	\$ -	\$ 114,480	\$ 114,480
Net Cost to City	\$ -	\$ -	\$ -	\$ 12,680	\$ 12,680

Personnel

Position Title	FY 2020 FTEs	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs
WELCOME CENTER MANAGER				1.000
TRAVEL COUSELOR I				0.440
TRAVEL COUSELOR II				0.890
Total				2.330