

Economic Development

DESCRIPTION

The Economic Development Department provides services designed to attract, retain, and facilitate expansion of high quality business and industry resulting in a stable, diverse local economy and an improved standard of living for the citizens of the County. The County is becoming an increasingly important part of the diverse and growing Richmond metropolitan economy. Based upon economic forecasts, the County should continue to maintain above average employment rates, per capita income, and growth. The main objective of the

Department is to provide an expanding tax base and employment opportunities for Hanover citizens, while improving the overall standard of living. Economic Development assists existing businesses in the County with expansion, relocation (within the County), and retention issues, and recruits new businesses that may be interested in relocation, expansion, or consolidation to the County from both domestic and international markets. The Department also works to designate additional areas of the Comprehensive Plan for business development.

BUDGET SUMMARY

	FY10 Actual	FY11 Budget	FY12 Budget	FY11 to FY12	FY13 Plan
Expenditures					
Personnel	\$ 518,797	\$ 528,227	\$ 456,064	(13.7%)	\$ 462,834
Operating	531,917	523,938	544,705	4.0%	544,705
Total Expenditures	\$ 1,050,714	\$ 1,052,165	\$ 1,000,769	(4.9%)	\$ 1,007,539
Revenues					
Other Revenue	\$ 185,905	\$ 178,680	\$ 170,790	(4.4%)	\$ 168,000
General Fund Revenue	864,809	873,485	829,979	(5.0%)	839,539
Total Revenue	\$ 1,050,714	\$ 1,052,165	\$ 1,000,769	(4.9%)	\$ 1,007,539
Generated Revenue Percent	17.7%	17.0%	17.1%		16.7%
General Fund Percent	82.3%	83.0%	82.9%		83.3%
Full-time Positions	5	5	5	0.0%	5
Full-time Equivalent	5.0	5.0	5.0	0.0%	5.0

BUDGET HIGHLIGHTS

The overall decrease in this budget can be attributed to the Marketing Analyst position being unfunded for FY12. As part of the overall increase in the operational budget, a small portion of what would be spent on the position has been allocated for some professional

services related to the website and other duties the open position would otherwise perform. The remainder of the operational increase is due to a full year of budgeting maintenance and utility costs of the purchased office space in Rutland Commons.

Economic Development

GOALS AND OBJECTIVES

- Implement the *Business First – Hanover* business retention and expansion program;
- Maintain and enhance programs and services to support the retention and expansion of existing businesses;
- Encourage new investment projects (new business attraction and existing business expansion) by providing site location assistance information and permit review and approval assistance;
- Market Hanover as a business location;
- Network in professional real estate community;
- Host an annual “Business Appreciation Week” event;
- Publish a quarterly newsletter for distribution to all County businesses;
- Maintain a business resource center;
- Maintain a database of available sites and buildings and an economic development internet site; and
- Maintain a database of existing and prospective businesses.

SERVICE LEVELS

	<u>FY10</u> <u>Actual</u>	<u>FY11</u> <u>Budget</u>	<u>FY11</u> <u>Forecast</u>	<u>FY12</u> <u>Budget</u>
Per capita cost of operating department	\$10.52	\$10.42	\$10.42	\$9.73
Business prospects serviced	40	65	45	50
Information inquiries	150	250	165	135
Existing business visits	121	100	125	100

Lodging Available (Hotel Rooms)

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011*</u>
Town of Ashland	1,012	1,012	1,177	1,117	1,117
County (excluding Town)	519	572	649	780	850

Source: RMCVB

* Projected