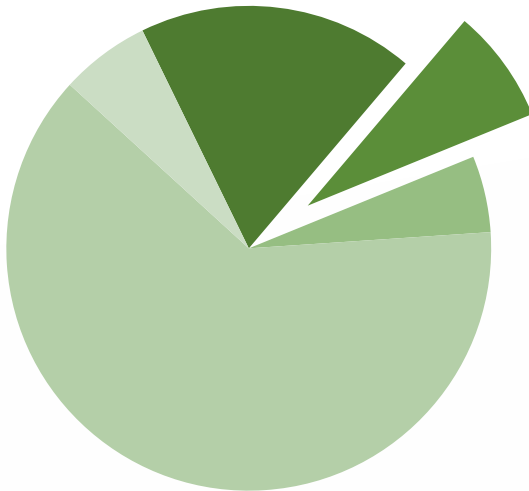


Economic Development & Tourism

Mission Statement

The mission of the Department of Economic Development & Tourism is to serve as the first point of contact for startup, relocating, and existing businesses in order to create an abundance of high paying jobs in targeted industry sectors for residents and grow the commercial tax base. The Department of Economic Development & Tourism offers a wide variety of programs and services to help diversify the County's business base, foster a collaborative business intelligence environment, and build the capacity of local entrepreneurs. The Department works with County colleagues and private, nonprofit, institutional, and public partners to attract new business real estate investment that is viable, regionally competitive, and in line with broader County goals and objectives.



Mobility, Economic Growth & Resiliency
Expenditure Budget: \$123,145,976

Expenditure Budget: \$9,821,548

8.0% Mobility, Economic Growth and Resiliency

Program:

- Investment Attraction: \$1,941,399
- Existing Business & Small Business Development: \$892,916
- Marketing & Communications: \$1,173,043
- Redevelopment & Revitalization: \$230,066
- Policy, Incentives, & Operations \$1,078,882
- Tourism: \$ 4,505,241

Mandates

The Department of Economic Development & Tourism does not provide a state or federally mandated service.

Economic Development & Tourism

Expenditure and Revenue Summary



Expenditure by Program	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed	% Change Budget FY24/ Budget FY25
Investment Attraction	\$2,584,779	\$3,702,890	\$3,188,403	\$1,875,857	\$1,941,399	3.49%
Existing Business & Small Business Development	\$817,668	\$1,640,986	\$1,300,916	\$655,393	\$892,916	36.24%
Marketing & Communications	\$1,258,537	\$1,297,523	\$1,501,629	\$1,129,512	\$1,173,043	3.85%
Economic Development Opportunity Fund	\$0	\$34,741	\$0	\$0	\$0	-
Redevelopment & Revitalization	\$155,666	\$218,254	\$238,486	\$404,502	\$230,066	(43.12)%
Policy, Incentives, and Operations	\$0	\$0	\$199,707	\$1,031,040	\$1,078,882	4.64%
Tourism	\$0	\$0	\$0	\$0	\$4,505,241	-
Total Expenditures	\$4,816,649	\$6,894,394	\$6,429,140	\$5,096,305	\$9,821,548	92.72%

Expenditure by Classification

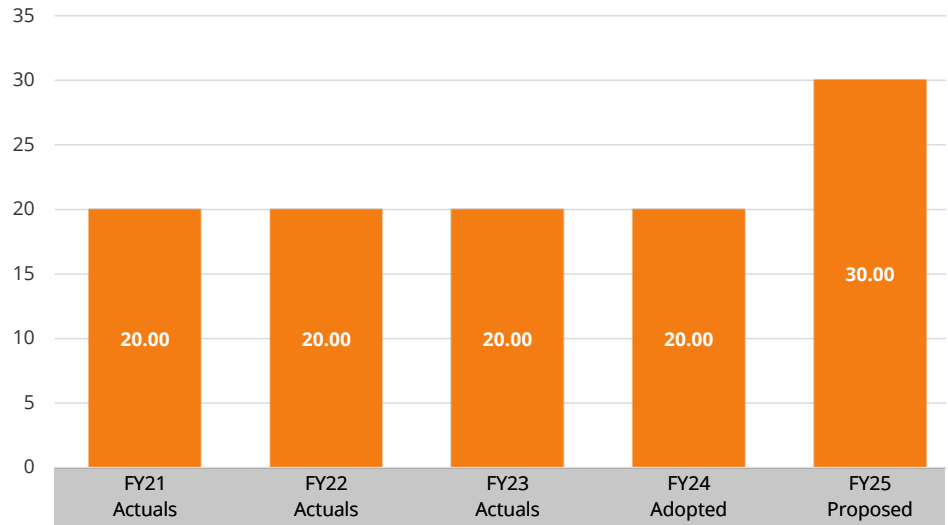
Salaries & Benefits	\$2,355,864	\$2,716,033	\$2,940,608	\$3,090,973	\$4,468,915	44.58%
Contractual Services	\$788,733	\$947,705	\$1,507,302	\$962,272	\$2,959,759	207.58%
Internal Services	\$89,427	\$82,581	\$169,836	\$154,972	\$181,061	16.83%
Purchase of Goods & Services	\$669,910	\$1,132,765	\$617,026	\$628,362	\$828,179	31.80%
Leases & Rentals	\$309,639	\$309,568	\$343,755	\$275,130	\$275,130	0.00%
Reserves & Contingencies	\$0	\$0	\$0	(\$15,404)	(\$15,404)	0.00%
Payments to Other Local Agencies	\$290,000	\$915,000	\$725,000	\$0	\$0	-
Transfers Out	\$313,076	\$790,741	\$125,614	\$0	\$1,123,908	-
Total Expenditures	\$4,816,649	\$6,894,394	\$6,429,140	\$5,096,305	\$9,821,548	92.72%

Funding Sources

Use of Money & Property	\$189,477	\$263,393	\$184,329	\$226,939	\$226,939	0.00%
Revenue from Other Localities	\$75,000	\$0	\$0	\$0	\$0	-
Miscellaneous Revenue	(\$73,630)	\$531	\$93	\$0	\$0	-
Non-Revenue Receipts	(\$1,500)	\$0	\$0	\$0	\$0	-
Other Local Taxes	\$0	\$0	\$0	\$0	\$4,469,380	-
Charges for Services	\$0	\$1,175	\$1,143	\$0	\$30,620	-
Transfers In	\$0	\$756,000	\$56,670	\$0	\$0	-
Total Designated Funding Sources	\$189,347	\$1,021,099	\$242,235	\$226,939	\$4,726,939	1,982.91%
(Contribution to)/Use of Fund Balance	-	-	-	-	\$5,241	-
Net General Tax Support	\$4,627,302	\$5,873,294	\$6,186,905	\$4,869,366	\$5,094,609	4.63%
Net General Tax Support	96.07%	85.19%	96.23%	95.55%	51.87%	

Economic Development & Tourism

Staff History by Program



	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Investment Attraction	9.75	8.65	6.65	6.00	6.65
Existing Business & Small Business Development	1.40	3.50	3.50	2.00	3.85
Marketing & Communications	7.85	7.10	7.60	4.00	4.00
Redevelopment & Revitalization	1.00	0.75	1.25	2.00	1.00
Policy, Incentives & Operations	0.00	0.00	1.00	6.00	6.00
Tourism	0.00	0.00	0.00	0.00	8.50
Full-Time Equivalent (FTE) Total	20.00	20.00	20.00	20.00	30.00

Future Outlook

Small Business Development – The recent completion of the Small Business Barriers to Success study provided thirteen recommendations to be implemented to address themes of Access, Opportunities, and Awareness to support and grow our small business development community. Additional resources are needed to implement the first five recommendations.

Existing Business Engagement and Workforce Development – Through the Department’s American Resource Plan Act (ARPA) funded, award-winning, ELEVATE Workforce Development program, it has been identified that workforce services, coordination with existing employers, and coordination with state and regional partners are necessary to have continued economic growth. Through the Department’s Business and Retention visitation program, existing employers identified finding, recruiting, and training a qualified workforce is their number one barrier to economic growth. Additional resources are needed to continue to provide services to our existing business community.

Solheim Cup 2024 – In September 2024, the Robert Trent Jones golf course in Prince William County (PWC) will host the international women’s golf competition, the Solheim Cup. This prestigious tournament usually attracts over 150,000 fans, supporters, and spectators to the host location. The Tourism Advisory Board has pinpointed “capitalizing on every marketing opportunity associated with hosting the Solheim Cup 2024” as a key objective in the Tourism Strategic Plan. The specific aim is to devise a marketing strategy that not only promotes PWC as the go-to destination for those attending the Solheim Cup in 2024 but also encourages them to become repeat visitors. Additionally, economic development will focus on international lead generation, building on the marketing mission in Spain 2023.

Tourism – The Office of Tourism will embark on the development of a five-year Tourism Master Plan and embrace ways of improving data collection to better inform marketing decisions.

Economic Development & Tourism

Agritourism/Agribusiness – The Department of Economic Development & Tourism (DEDT) have identified that resources are needed to engage a consultant to develop a five-year strategic plan for supporting and growing agribusiness and agritourism in the rural area. The consultant study would include: a Strengths, Weaknesses, Opportunities and Threats analysis (SWOT), an inventory of rural assets, identification of targeted ideal agribusiness and agritourism sectors, extensive public engagement, examples from other communities of successful agritourism/agribusiness strategies, actionable recommendations for the next five years with cost estimates and an implementation plan/schedule, and metrics to measure success of the plan.

General Overview

A. Tourism program transfer to Economic Development – On September 12, 2023, the Board of County Supervisors (BOCS), via [BOCS Resolution 23-449](#), granted approval to align the government’s structure in accordance with the goals outlined in the Strategic Plan. To enhance operational efficiency, the County Executive proposed a strategic shift in the reporting structure of the Tourism program from the Department of Parks, Recreation & Tourism to the Department of Economic Development. This adjustment is recommended to better integrate tourism initiatives with broader economic development goals and streamline the County’s overall organizational framework. A total of \$2.1 million for Tourism in FY25 has been shifted from DPR to DEDT. Moving the Tourism program to DEDT has also necessitated the transfer of (8.00 FTEs) positions.

Budget Initiatives

A. Budget Initiatives

1. Ladies Professional Golf Association (LPGA) Solheim Cup 2024 Sponsorship and Marketing Campaign - Tourism

Expenditure	\$1,200,000
Use of TOT Fund Balance	\$1,200,000
General Fund Impact	\$0.00
FTE Positions	0.00

a. Description – This initiative provides funding in FY25 to support sponsorship and marketing opportunities for the LPGA Solheim Cup coming to Prince William County (PWC) in 2024 which is estimated to attract 150,000 spectators. The Solheim Cup is an international women’s golf competition that will be hosted at the Robert Trent Jones golf course on September 10-15, 2024. Funding is provided for promotional, sponsorship, advertising, and marketing opportunities for the County during the event. This is a use of TOT fund balance and there is no impact on the general fund.

b. Service Level Impacts – This initiative supports Action Strategy RE3 in the Resilient Economy goal area of the County’s [2021-2024 Strategic Plan](#). Under Objective RE-3: A. Harness the synergies created through internal and external collaborations and partnerships to build a positive brand/image for PWC. Tourism is an important tool in a county’s economic development. Marketing opportunities leading up to and during the Solheim Cup will increase event attendance and convert attendees into repeat post event visitors to PWC. The Solheim Cup is also an opportunity to Market PWC to an International audience.

2. Small Business Development Manager – Existing Business & Small Business Development

Expenditure	\$111,632
Revenue	\$0
General Fund Impact	\$111,632
FTE Positions	1.00

a. Description – This initiative provides funding for a Small Business Development Manager (1.00 FTE). Based on recommendations from the recently completed Barriers to Success study, the DEDT is actively focusing on supporting the small business community through implementation of programs aimed at enhancing capacity. Recognizing the importance of awareness and access to services, particularly in the business development review process. The manager will proactively work with businesses before signing a lease agreement or undergoing the permitting process, ensuring preparation for a smoother and more efficient process to open new businesses.

Economic Development & Tourism

- b. Service Level Impacts** – This initiative supports Objective RE-1 of the Resilient Economy strategic goal by creating policies and strategies that encourage profit-generation business expansion, new business development and redevelopment that enhances or complements targeted industries. Action Strategy RE1: A. Explore programs and economic incentives that support, attract, and increase opportunities for entrepreneurs and for women, minority, and veteran owned small businesses, in accordance with all federal, state, and local laws and regulations.

3. Workforce Development Manager – Existing Business & Small Business Development

Expenditure	\$111,632
Revenue	\$0
General Fund Impact	\$111,632
FTE Positions	1.00

- a. Description** – This initiative provides funding for a Workforce Development Manager (1.00 FTE). Finding qualified workforce is the number one challenge businesses have identified during Economic Development’s engagements with existing businesses. have identified as a challenge. The proposed Workforce Development Manager will coordinate programs and services to assist existing businesses in finding a more qualified workforce. Additionally, the position will collaborate with regional and state partner organizations to coordinate activities, resources, and services.
- b. Service Level Impacts** – This initiative supports Object RE-1 of the Resilient Economy strategic goal by creating support programs, policies and strategies that encourage profit-generating business expansion, new business development and redevelopment that enhances or complements targeted industries. This is accomplished by developing regional partnerships, internships, mentorships, and workforce development programs with schools and institutions of higher learning in targeted industries (RE1: D.). It is also accomplished by encouraging business development and infrastructure investments that attract a workforce than can work and play where they live (RE1: G.) and work with regional partners to develop and implement a talent attraction and retention strategy (RE1: H.). This initiative also supports the Quality Education & Workforce Development strategic goal by engaging local businesses and county government to offer opportunities and/or training for workforce development (Objective QE-5)

4. Increase in Advertising Budget – Tourism

Expenditure	\$225,000
Use of TOT Fund Balance	\$225,000
General Fund Impact	\$0.00
FTE Positions	0.00

- a. Description** – This initiative provides funding to increase the advertising budget by \$225,000, bringing it to \$500,000 to remain competitive with regional and national peers. Increased visitation to hotels, restaurants, attractions, and small businesses as a result of additional marketing efforts will add to the commercial tax base and create additional TOT. Investing more in advertising efforts will allow tourism to reach a broader target audience with the PWC tourism brand message and compete with regional and national tourism organizations.
- b. Service Level Impacts** – This initiative supports Objective RE-2 of the Resilient Economy strategic goal area by continuing efforts to preserve and expand the commercial tax revenue base. This is accomplished to provide support and build upon post pandemic recovery efforts that support and drive traffic to County businesses (RE-2: H.).

5. Agribusiness/Agritourism Strategic Plan – Tourism

Expenditure	\$125,000
Use of TOT Fund Balance	\$125,000
General Fund Impact	\$0.00
FTE Positions	0.00

- a. Description** – This initiative provides funding for a five-year strategy to support and grow the agribusiness/ agritourism industry in rural areas. It includes a consultant study with SWOT analysis, an inventory of rural assets, identification of target sectors, public engagement, examples of successful strategies from other communities, actionable recommendations for next five years with cost estimates and an implementation plan, and metrics to measure success of the strategy.

Economic Development & Tourism

- b. Service Level Impacts** – This initiative supports Objective RE-2 of the Resilient Economy strategic goal area by continuing efforts to preserve and expand the commercial tax revenue base. This is accomplished by creating agribusiness/agritourism development strategy for Prince William County that will encourage preservation and investment in rural area (RE2: B.).

6. Tourism Master Plan – Tourism

Expenditure	\$90,000
Use of TOT Fund Balance	\$90,000
General Fund Impact	\$0.00
FTE Positions	0.00

- a. Description** – This initiative provides funding for a Tourism Master Plan that will identify, innovate, and articulate potential products, amenities, programming, and experience – along with corresponding policies and protocols that will guide long-term, sustainable planning and design of PWC as a tourism destination. The Tourism Master Plan inspire strategies that respond to the needs of residents, visitors, and stakeholders ranging from tourism to economic development to county planning. Moreover, the plan creates consensus between the stakeholders who participate in decision-making on tourism-related development for the region.
- b. Service Level Impacts** – This initiative supports Objective RE-2 of the Resilient Economy strategic goal area by continuing efforts preserve and expand the commercial tax revenue base. This is accomplished by developing a long-range Economic Development & Tourism Master Plan that establishes the vision, strategy, and actions for the County’s development (RE2: C.).

7. American Revolution/Virginia 250th Marketing Campaign – Tourism

Expenditure	\$50,000
Use of TOT Fund Balance	\$50,000
General Fund Impact	\$0.00
FTE Positions	0.00

- a. Description** – This initiative provides a one-time funding for Tourism and Historic Preservation in conjunction with VA250 Commission to formulate and implement a comprehensive marketing and tourism campaign for FY25 through FY26 with a goal of driving visitation to PWC museums and historic sites, including battlefields.
- b. Service Level Impacts** – This initiative supports Objective RE-3 of the Resilient Economy strategic goal area by creating a positive brand/image of Prince William County that reflects the diversity of the community building its history, places, and people. This is accomplished by creating and investing in diverse, equitable and inclusive cultural, arts, and historic preservation initiatives that preserve and enrich the culture/history/heritage of PWC (RE3: C.).

8. Workshops for Small Business Owners – Existing Business & Small Business Development

Expenditure	\$35,000
Revenue	\$0
General Fund Impact	\$35,000
FTE Positions	0.00

- a. Description** – This initiative provides funding to Leadership Prince William to be able to provide valuable leadership skills and tools to small business community through quarterly informational programs. Sponsorship funding will be used to develop, administratively support, and execute impactful programs that will benefit small business community to tackle issues and build leadership capacity for continued growth and success within Prince William County.
- b. Service Level Impacts** – This initiative supports Objective RE-1 of the Resilient Economy strategic goal area by creating and supporting programs, polices and strategies that encourage profit-generating business expansion, new business development and redevelopment that enhances or complements targeted industries.

Economic Development & Tourism

Program Summary

Investment Attraction

Increase awareness of PWC's advantages as a business location, identify and pursue target market opportunities, develop relationships with investors to build new product, and package prospect proposals resulting in the attraction of new and the expansion of existing businesses.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Total square footage from new commercial real estate	2,476,000	130,223	241,541	100,000	250,000
Capital investment from new businesses	\$1.9B	\$1.3B	\$43.0B	\$0.6B	\$0.8B
Total number of jobs created from new business	1,170	732	987	300	400
Total capital investment from new commercial real estate product developed	\$2.3B	\$12.5M	\$12.5M	-	-
New occupied space (sf) - leased, build-to-suit, owner occupied	100,000	286,116	292,372	-	-
County at-place employment	125,254	131,325	135,050	-	-
Total number of companies moving to PWC	25	16	18	-	-

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Investment Attraction Marketing	\$2,586	\$3,703	\$3,188	\$1,876	\$1,941
Active projects in the pipeline	61	64	53	75	75
Leads generated	83	117	25	200	150
Close rate on active qualified leads generated to companies' announcements	30	20	32	-	-

Existing Business and Small Business Development

The Existing Business (BRE) and Small Business Development (SBD) program retains existing businesses, identifies and secures company expansion projects, and acts as a strategic advisor to company executives, assisting them to grow and expand their operations in the County. Another component of the BRE program is to engage existing County companies to discover and promote their business successes and provide opportunities for earned media. Workforce development and resources is another major value-added service of the BRE program helping employers find and train new workers and connect them to valuable resources. The SBD program supports new and established firms and positions them for growth by offering key resources, customized assistance, and capacity building to essentially grow the County's own from within.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Existing businesses which remained and/or expanding in PWC	NR	28	11	20	20
Total number of existing business jobs created and retained	180	653	870	300	300
Total capital investment from business expansion	\$46M	\$133M	\$88M	\$30M	\$50M
Total square footage from business expansion	330,800	376,832	218,394	75,000	100,000

Economic Development & Tourism

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Existing Business Outreach/Expansion	\$381	\$1,149	\$731	\$133	\$445
# of existing business visits	92	65	53	50	50
# of times PWC businesses were engaged related to business development/expansion	5,045	7,119	2,039	8,000	-
Small Business Development	\$437	\$492	\$569	\$522	\$448
# of small business workshop or webinar attendees	1,228	1,635	573	400	500
# of one-on-one meetings with small businesses	514	993	1,041	250	750
Total number of small businesses started	7	13	10	20	20
Jobs created/retained by new small businesses	578	96	46	100	100

Marketing and Communications

The Marketing and Communications program develops comprehensive marketing campaigns to raise the profile of PWC. Additionally, the program supports business development efforts through collateral production, event assistance and media relations; creates and communicates PWC's economic development messages; generates new leads and interest; and provides valuable content and data to targeted customers.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Total number of marketing qualified lead (outbound digital marketing)	72	86	92	75	75
Total number of sales qualified leads (inbound contacts response)	11	17	18	15	15

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Business Location and Expansion Research	\$796	\$852	\$820	\$383	\$450
Advertising Media Distributions	-	-	-	-	\$10M
Customized research for clients	253	260	-	250	-
Web Site Marketing and Outreach, Public Relations and Special Events	\$461	\$446	\$682	\$746	\$723
Website Visitors	-	-	-	-	50,000
Email open rate	-	-	-	-	40%
Economic development events supported	-	-	-	-	12

Economic Development & Tourism

Redevelopment and Revitalization

The Redevelopment and Revitalization program is focused on catalyzing development in targeted areas in eastern PWC, as well as the redevelopment corridors in the adopted Comprehensive Plan. Marketing and promoting targeted areas will be key to attracting the ideal mix of product types and tenants to support investment in these sites. Utilizing federal and state resources and initiatives such as the Federal Opportunity Zone, Hub Zone, and New Market Tax credit programs and use of Public-Private Partnerships will help accelerate development and create viable opportunities. Focus will consist of creating product to attract the workforce of tomorrow in walkable, mixed-use dense communities that will attract targeted industries such as Information Technology companies and government contractors, thus adding more well-paying jobs to the employment base.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
New capital investment from redevelopment and revitalization projects	-	-	-	-	\$5M
Total square footage from new commercial real estate product developed	44,000	-	280,000	20,000	20,000
Total amount of mixed-use square footage considered for redevelopment projects	-	-	4,382,265	50,000	-

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Redevelopment & Revitalization	\$156	\$218	\$238	\$405	\$230
# of redevelopment leads generated	26	-	-	25	25
# of active redevelopment projects	26	-	-	5	5
# meetings/briefings private sector prospects interested in OZ opportunities	151	38	19	15	-
# of contacts engaged about redevelopment	26	-	-	-	-

Policy, Incentives, and Operations

The Policy, Incentives and Operations program oversees grants management, budget process, and general operations to improve overall efficiency and cross-departmental communications. This program manages the County's economic development incentives program and ensures that appropriate policies, systems, and protocols are in place and adhered to. Additionally, it evaluates new incentive tools that could be leveraged to achieve the Resilient Economy goals in the County's Strategic Plan. The program is also responsible for providing data and economic intelligence to support the business attraction, expansion, and retention efforts of the Department of Economic Development & Tourism.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Active grants management projects providing performance reporting on time	-	-	25	22	25

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Operations	\$0	\$0	\$165	\$427	\$443
Number of companies within the customer relationship management database	-	-	350	350	400
Data & Research Tools	\$0	\$0	\$35	\$604	\$636
Response to data requests	-	-	262	250	250
Customized research, data analysis and reporting	-	-	20	16	16

Economic Development & Tourism

Tourism

Inspires travelers to visit the county by promoting, developing, and enhancing experiences, thereby contributing to a resilient and robust economy, and creating opportunities for residents.

Key Measures	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Tourism jobs supported	4,711	4,747	4,901	5,100	5,200
Transient Occupancy Tax revenue collected	\$2.58M	\$3.78M	\$5.35M	\$4.00M	\$5.50M
Hotel occupancy rate	53%	57%	66%	58%	68%
Average daily room rate	\$78	\$79	\$102	\$93	\$109
PWC visitor expenditures	\$452M	\$450M	\$601M	\$500M	\$610M
PWC visitor generated local tax receipts	\$28.8M	\$6.8M	\$21.0M	\$30.0M	\$24.0M

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY21 Actuals	FY22 Actuals	FY23 Actuals	FY24 Adopted	FY25 Proposed
Tourism	\$0	\$0	\$0	\$0	\$4,505
Total impressions and advertising reach	\$18.0M	\$9.0M	\$13.0M	\$13.0M	\$15.0M
Public relations stories generated	160	90	98	150	120
Sports tourism program economic impact	\$1.1M	\$1.6M	\$2.1M	\$2.4M	\$2.9M
Group hotel room nights generated	6,873	5,898	7,500	8,500	7,800

*FY21-FY23 Actuals and FY24 Adopted reflect Tourism as a program in the Department of Parks & Recreation.