

**Description**

The primary mission of the Office of Economic Development and Tourism is to create an environment conducive for new private sector investment, job creation, wealth creation, and quality of life improvements in the City of Danville.

The Office of Economic Development and Tourism 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 2021 Actual	FY 2022 Actual	FY 2023 Adopted	FY 2024 Introductory	Increase/ (Decrease)
<b>Expenditures:</b>					
Personnel Services	\$ 299,480	\$ 387,848	\$ 460,560	\$ 493,640	\$ 33,080
Employee Benefits	41,910	49,662	59,130	55,920	(3,210)
Purchased Services	193,787	146,502	240,330	270,470	30,140
Internal Service	18,814	38,595	42,780	56,430	13,650
Other Operating Expenses	25,188	43,437	71,980	78,390	6,410
Capital Outlay	97	10,342	7,200	4,320	(2,880)
<b>Totals</b>	<b>\$ 579,276</b>	<b>\$ 676,386</b>	<b>\$ 881,980</b>	<b>\$ 959,170</b>	<b>\$ 77,190</b>

**Personnel**

Position Title	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs	FY 2024 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	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
<b>Total</b>	<b>5.000</b>	<b>5.000</b>	<b>6.000</b>	<b>6.000</b>

**Description**

The primary mission of the Tourism Division within the Office of Economic Development and Tourism 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 Tourism Division achieves these goals by aggressively branding and promoting the City and County 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 2021 Actual	FY 2022 Actual	FY 2023 Adopted	FY 2024 Introductory	Increase/ (Decrease)
<b>Expenditures:</b>					
Personnel Services	\$ -	\$ 63,078	\$ 119,480	\$ 135,550	\$ 16,070
Employee Benefits	-	6,365	12,570	13,730	1,160
Purchased Services	-	122,375	65,800	359,180	293,380
Internal Service	-	-	3,720	4,980	1,260
Other Operating Expenses	-	13,313	34,140	51,260	17,120
Capital Outlay	-	77,795	7,200	1,540	(5,660)
<b>Totals</b>	<b>\$ -</b>	<b>\$ 282,926</b>	<b>\$ 242,910</b>	<b>\$ 566,240</b>	<b>\$ 323,330</b>

**Personnel**

Position Title	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs	FY 2024 FTEs
ED TOURISM MANAGER		1.000	1.000	1.000
TOURISM SALES COORDINATOR			1.000	1.000
<b>Total</b>		<b>1.000</b>	<b>2.000</b>	<b>2.000</b>

**Description**

The Danville Visitor Center serves as the gateway and information center for Danville and Pittsylvania County, as well as the entire Southern Virginia region. Its primary goal is to educate travelers about offerings in the region and the state. Knowledgeable staff are available to assist visitors and provide access to hundreds of flyers and maps for area attractions. This facility is located along the Danville Expressway and features restrooms, a dog run, vending machines, and a gift shop. The gift shop is open every day of the year except for Thanksgiving Day, Christmas Day and New Year's Day. It is estimated that over 40,000 travelers visit the Danville Visitor Center annually. The operation of the Center is offset by an annual \$100,000 contribution by the State. The State contribution for fiscal year 2024 is \$200,000.

**Revenues/Expenditures**

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

	FY 2021 Actual	FY 2022 Actual	FY 2023 Adopted	FY 2024 Introductory	Increase/ (Decrease)
<b>Revenues:</b>					
Concessions	\$ -	\$ -	\$ 1,800	\$ 1,800	\$ -
State Support			100,000	200,000	100,000
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 101,800</b>	<b>\$ 201,800</b>	<b>\$ 100,000</b>
<b>Expenditures:</b>					
Personnel Services	\$ -	\$ -	\$ 36,470	\$ 85,300	\$ 48,830
Employee Benefits	-	-	2,800	7,700	4,900
Purchased Services	-	-	44,200	69,970	25,770
Internal Service	-	-	21,780	22,280	500
Other Operating Expenses	-	-	9,230	16,550	7,320
<b>Totals</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 114,480</b>	<b>\$ 201,800</b>	<b>\$ 87,320</b>
<b>Net Cost to City</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,680</b>	<b>\$ -</b>	<b>\$ (12,680)</b>

**Personnel**

Position Title	FY 2021 FTEs	FY 2022 FTEs	FY 2023 FTEs	FY 2024 FTEs
VISITOR CENTER MANAGER				1.000
INTERN				0.110
TRAVEL COUNSELOR I				1.230
<b>Total</b>				<b>2.340</b>

**Description**

The Virginia Enterprise Zone Program provides state and local incentives to real property investment and job creation. The City's current designated areas include an Urban Enterprise Zone that includes most of the downtown area, the Tobacco Warehouse District, the Cyber Park, Goodyear, the Schoolfield site, the former Corning site, Airside Industrial Park, and Riverview Industrial Park, as well as an Enterprise Zone in conjunction with Pittsylvania County that includes Cane Creek Center.

The expenditures are paid from the Economy Development Fund and do not need to have General Fund budget.

**Expenditures**

	FY 2021 Actual	FY 2022 Actual	FY 2023 Adopted	FY 2024 Introductory	Increase/ (Decrease)
<b>Expenditures:</b>					
Personnel Services	\$ -	\$ 14,773	\$ -	\$ -	\$ -
Employee Benefits	-	1,563	-	-	-
<b>Totals</b>	<b>\$ -</b>	<b>\$ 16,336</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

**GENERAL FUND  
INTRODUCTORY - CAPITAL & SPECIAL PROJECTS - FY 2024-2028**

<u>Dept / Project Name</u>	<u>PL#</u>	<u>FY 2024</u>	<u>FY 2025</u>	<u>FY 2026</u>	<u>FY 2027</u>	<u>FY 2028</u>	<u>5 Yr Total</u>
<b>Economic Development</b>							
E/D Industrial and Tourism Site Development	608*	550,000	1,000,000	1,000,000	1,000,000	1,000,000	4,550,000
Economic Development Incentives		2,525,492	-	-	-	-	2,525,492
International Recruitment Implementation	61097	100,000	100,000	100,000	100,000	100,000	500,000
River District Property Purchase & Improvement Plan	60921	1,020,000	2,100,000	2,000,000	2,000,000	2,000,000	9,120,000
Visitor Center Renovations	61562	270,000	25,000	25,000	25,000	25,000	370,000
<b>Economic Development Total</b>		<b>4,465,492</b>	<b>3,225,000</b>	<b>3,125,000</b>	<b>3,125,000</b>	<b>3,125,000</b>	<b>17,065,492</b>

GENERAL FUND  
 INTRODUCTORY - CAPITAL & SPECIAL PROJECTS - FY 2024  
 FUNDING SOURCES

<u>Dept</u>	<u>Project Name</u>	<u>Current Revenues</u>	<u>Fund Balance</u>	<u>Debt Financing</u>	<u>Grants/CIA</u>	<u>Other</u>	<u>Project Total</u>
<b>Economic Development</b>							
	E/D Industrial and Tourism Site Development		550,000				550,000
	Economic Development Incentives		923,679			1,601,813	2,525,492
	International Recruitment Implementation		100,000				100,000
	River District Property Purchase & Improvement Plan		1,020,000				1,020,000
	Visitor Center Renovations		245,000		25,000		270,000
<b>Total Economic Development</b>			<b>2,838,679</b>		<b>25,000</b>	<b>1,601,813</b>	<b>4,465,492</b>



**CITY OF DANVILLE  
PROJECT DESCRIPTION  
FY 2024 FIVE-YEAR CAPITAL & SPECIAL PROJECTS PLAN**

**Project Title:** Economic Development Incentives      **Department:** Economic Development

**Project No:**      **Division:** Economic Dev

**Section:** N/A

**Description:**  
Economic development incentives

**Justification:**  
Economic development incentives

**Comments:**  
Details of projects to be provided in a closed session.

<b>Funding Sources:</b>	<b><u>Prior Years:</u></b>	<b><u>FY 2024</u></b>	<b><u>FY 2025</u></b>	<b><u>FY 2026</u></b>	<b><u>FY 2027</u></b>	<b><u>FY 2028</u></b>	<b><u>Total</u></b>
Casino Revenue	\$1,889,479	\$0	\$0	\$0	\$0	\$0	\$1,889,479
IDA – BANs	\$783,470	\$0	\$0	\$0	\$0	\$0	\$783,470
Federal ARP Funds	\$75,000	\$0	\$0	\$0	\$0	\$0	\$75,000
To Be Determined	\$0	\$1,601,813	\$0	\$0	\$0	\$0	\$1,601,813
General Fund Balance	\$0	\$923,679	\$0	\$0	\$0	\$0	\$923,679
<b>Project Totals:</b>	<b>\$2,747,949</b>	<b>\$2,525,492</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,273,441</b>

**Goals/Milestones:**  
 FY 2023 List to be provided in closed session  
 FY 2024 List to be provided in closed session

**CITY OF DANVILLE  
PROJECT DESCRIPTION  
FY 2024 FIVE-YEAR CAPITAL & SPECIAL PROJECTS PLAN**

**Project Title:** International Recruitment Implementation      **Department:** Economic Development

**Project No:** 61097      **Division:** Economic Dev

**Section:** N/A

**Description:**

International recruitment allows the OED great flexibility to recruitment in areas with vibrant economies such as the European Market which is currently showing lots of activity and interest for capital investment and job creation in the U.S and specifically, Danville. This request includes funds that covers the costs of staff to travel internationally if necessary to close deals. This also covers the cost of the consulting contract with Hunton Andrews Kurth to assist with recruitment and ED strategy.

**Justification:**

This CSP request directly supports the recruitment of new international industry to the region which provides jobs and tax dollars to the City of Danville. Over the past two years, there were three new international industries announced that will be locating in the City of Danville as a direct result of this initiative. There are 2-3 active prospects that could be announced prior to the end of the calendar year.

**Comments:**

<b>Funding Sources:</b>	<b><u>Prior Years:</u></b>	<b><u>FY 2024</u></b>	<b><u>FY 2025</u></b>	<b><u>FY 2026</u></b>	<b><u>FY 2027</u></b>	<b><u>FY 2028</u></b>	<b><u>Total</u></b>
General Fund Revenues	\$100,000	\$0	\$100,000	\$100,000	\$100,000	\$100,000	\$400,000
General Fund Balance	\$300,000	\$100,000	\$0	\$0	\$0	\$0	\$100,000
Bonds	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0
Casino Revenue	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0
<b>Project Totals:</b>	<b>\$600,000</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$100,000</b>	<b>\$500,000</b>

**Goals/Milestones:**

- FY 2024      Support International Consulting and Travel
- FY 2025      Support International Consulting and Travel
- FY 2026      Support International Consulting and Travel
- FY 2027      Support International Consulting and Travel
- FY 2028      Support International Consulting and Travel

**CITY OF DANVILLE  
PROJECT DESCRIPTION  
FY 2024 FIVE-YEAR CAPITAL & SPECIAL PROJECTS PLAN**

**Project Title:** River District Property Purchase & Improvement Plan      **Department:** Economic Development

**Project No:** 60921      **Division:** Economic Dev

**Section:** N/A

**Description:**

The requested funds are to be used for redeveloping key properties in the River District. Through the vehicle of the Industrial Development Authority, the funds are used to purchase derelict downtown property, redevelop properties, partner with private sector developers for renovation projects, and assist economic development projects that want to locate in the River District.

**Justification:**

Buildings and properties have deteriorated in the River District for the last four decades to the point that many of the buildings are beyond any level of economic feasibility for renovating. Danville has a lack of private sector development dollars to turn the tide against blight. To spur private sector development, we are using CSP funds to purchase key properties and renovate them with the hopes that the private sector will step in

**Comments:**

Details of projects to be provided in a closed session.

<b>Funding Sources:</b>	<b><u>Prior Years:</u></b>	<b><u>FY 2024</u></b>	<b><u>FY 2025</u></b>	<b><u>FY 2026</u></b>	<b><u>FY 2027</u></b>	<b><u>FY 2028</u></b>	<b><u>Total</u></b>
General Fund Balance	\$8,953,300	\$1,020,000	\$0	\$0	\$0	\$0	\$1,020,000
Debt Financing	\$2,300,000	\$0	\$2,100,000	\$2,000,000	\$2,000,000	\$2,000,000	\$8,100,000
Telvista Loan Repayment	\$405,390	\$0	\$0	\$0	\$0	\$0	\$0
General Fund Revenues	\$3,480,000	\$0	\$0	\$0	\$0	\$0	\$0
Reprogrammed Funds	\$140,000	\$0	\$0	\$0	\$0	\$0	\$0
Casino Revenue	\$2,511,170	\$0	\$0	\$0	\$0	\$0	\$0
IDA – BANs	\$1,598,164	\$0	\$0	\$0	\$0	\$0	\$0
Federal ARP Funds	\$105,836	\$0	\$0	\$0	\$0	\$0	\$0
Casino Revenue	\$150,000	\$0	\$0	\$0	\$0	\$0	\$0
<b>Project Totals:</b>	<b>\$19,643,860</b>	<b>\$1,020,000</b>	<b>\$2,100,000</b>	<b>\$2,000,000</b>	<b>\$2,000,000</b>	<b>\$2,000,000</b>	<b>\$9,120,000</b>

**Goals/Milestones:**

- FY 2024 List to be provided to City Council in Closed Session
- FY 2025 List to be provided to City Council in Closed Session
- FY 2026 List to be provided to City Council in Closed Session
- FY 2027 List to be provided to City Council in Closed Session
- FY 2028 List to be provided to City Council in Closed Session

**CITY OF DANVILLE  
PROJECT DESCRIPTION  
FY 2024 FIVE-YEAR CAPITAL & SPECIAL PROJECTS PLAN**

**Project Title:** Visitor Center Renovations      **Department:** Economic Development  
**Project No:** 61562      **Division:** Economic Dev  
**Section:** N/A

**Description:**  
Renovations to the Danville Visitor Center to include parking lot upgrades and building and landscape improvements.

**Justification:**  
The Visitor Center has approximately 25,000 visitors per year thru the facility and the complex has never had any major renovations since it was built.

**Comments:**

<b>Funding Sources:</b>	<b><u>Prior Years:</u></b>	<b><u>FY 2024</u></b>	<b><u>FY 2025</u></b>	<b><u>FY 2026</u></b>	<b><u>FY 2027</u></b>	<b><u>FY 2028</u></b>	<b><u>Total</u></b>
State Grants	\$150,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
General Fund Balance	\$0	\$245,000	\$0	\$0	\$0	\$0	\$245,000
<b>Project Totals:</b>	\$150,000	\$270,000	\$25,000	\$25,000	\$25,000	\$25,000	\$370,000

**Goals/Milestones:**

FY 2024      Renovations to Visitor Center  
FY 2025      Renovations to Visitor Center  
FY 2026      Renovations to Visitor Center  
FY 2027      Renovations to Visitor Center  
FY 2028      Renovations to Visitor Center