

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 Adopted	Increase/ (Decrease)
Expenditures:					
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)
Totals	\$ 579,276	\$ 676,386	\$ 881,980	\$ 959,170	\$ 77,190

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
Total	5.000	5.000	6.000	6.000

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 Adopted	Increase/ (Decrease)
Expenditures:					
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)
Totals	\$ -	\$ 282,926	\$ 242,910	\$ 566,240	\$ 323,330

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
Total		1.000	2.000	2.000

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 Adopted	Increase/ (Decrease)
Revenues:					
Concessions	\$ -	\$ -	\$ 1,800	\$ 1,800	\$ -
State Support			100,000	200,000	100,000
Totals	\$ -	\$ -	\$ 101,800	\$ 201,800	\$ 100,000
Expenditures:					
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
Totals	\$ -	\$ -	\$ 114,480	\$ 201,800	\$ 87,320
Net Cost to City	\$ -	\$ -	\$ 12,680	\$ -	\$ (12,680)

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
Total				2.340

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 Adopted	Increase/ (Decrease)
Expenditures:					
Personnel Services	\$ -	\$ 14,773	\$ -	\$ -	\$ -
Employee Benefits	-	1,563	-	-	-
Totals	\$ -	\$ 16,336	\$ -	\$ -	\$ -