



**Caroline County, Virginia
Fiscal Year 2006-2007 Adopted Budget**

Function: Community Development
Department/Officer: Economic Development
Division: Economic Development

Mission:

The Caroline County Department of Economic Development operates to attract, retain and facilitate the expansion of business and industry in the County, resulting in a stable, diverse economy and an improved quality of life for the citizens of the County. The Department serves as the primary local contact for information about the County. Specifically, the Department's goal is to provide an expanded tax base and employment opportunities for the citizens of Caroline.

Budget Unit Description/Activities:

Functions of the office include: facilitation of County marketing and public relations activities; Make contacts with businesses or business groups to make them aware of Caroline County and generate interest in locating here; work with businesses that are looking for a location or express some interest in the County to encourage them and respond to their concerns; promotion and facilitation of tourism development within the County; assisting new business "start-ups" with guidance and referrals on business planning and County business procedures; serving as a primary source of information about the County and responding to a wide array of inquiries; assisting existing businesses in the County with expansion/retention issues; promote business in Caroline County generally; recruiting new business and industry to the County utilizing local, state and regional resources.

Fiscal Year 2006-2007 Goals/Objectives:

Market County to industry for commercial and industrial investment:

- Contact 1,500 firms
- Respond to leads within 24 hours
- Attend FRA and VEDP events likely to produce leads
- Attend four out-of-County marketing events
- Network through existing marketing program
- Expand industrial property list
- Negotiate for industrial property to be owned by County
- Encourage existing owner investment in M-1 property
- Continue to upgrade web site
- Develop press releases and seek news coverage of County actions
- Advertise strategically in national periodicals

Retain existing industry:

- Contact 55 existing businesses
- Serve businesses on an ad hoc basis
- Provide business service forums
- Sponsor Business Appreciation Dinner
- Contact firms via e-mail six times annually with breaking updates

Enhance skills of Director and staff with 24 hours of continuing education

Expand opportunities for inter-organizational cooperation and assistance

- Work with Caroline Chamber
- Work with FRA and VEDP
- Work with Caroline Career Development Center
- Work with County/Regional Chamber of Commerce
- Maintain positive productive relationship with Commonwealth and National elected officials

Complete construction of Visitor Center and Economic Development offices

Advance Commuter Rail Project

Service Level/Performance Statistics:

Description	FY 2002-03 <u>Actual</u>	FY 2003-04 <u>Actual</u>	FY 2004-05 <u>Actual</u>	FY 2005-06 <u>Estimated</u>	FY 2006-07 <u>Projected</u>
Marketing Pieces Sent	1,200	1,800	1,800	2,000	2,000
Response to Inquiries, 24 hour response time	50+%/100%	50+%/100%	75+%/100%	100+%/100%	100+%/100%
Events Created to Serve Industry	2	4	5	8	8
Expand Advertising	-	2 venues	5 venues	6 venues	6 venues
Expand Industrial Properties	-	10	11	12	12
Web Hits, Internet Marketing	34,880	55,746	73,544	110,000	130,000

Budget Highlights:

No significant changes are adopted in the Fiscal Year 2006-2007 Budget for this unit.

Budgeted Funding and Expenditures:

	FY 2004-05 <u>Budget</u>	FY 2004-05 <u>Actual</u>	FY 2005-06 <u>Amended Budget</u>	FY 2006-07 <u>Adopted Budget</u>	Change <u>Amount</u>	<u>%</u>
<u>Funding Sources:</u>						
General Local Revenue	\$ 240,047	\$ 223,825	\$ 255,298	\$ 254,315	\$ (983)	-0.4%
Permits, Fees & Charges	\$ -	\$ -	\$ -	\$ -	\$ -	
Categorical Aid: State	\$ -	\$ -	\$ -	\$ -	\$ -	
Categorical Aid: Federal	\$ -	\$ -	\$ -	\$ -	\$ -	
Categorical Aid: Local	\$ -	\$ -	\$ -	\$ -	\$ -	
Total	\$ 240,047	\$ 223,825	\$ 255,298	\$ 254,315	\$ (983)	-0.4%
<u>Expenditures:</u>						
Personnel Services	\$ 128,334	\$ 126,802	\$ 138,210	\$ 137,719	\$ (491)	-0.4%
Employee Benefits	\$ 45,187	\$ 43,390	\$ 47,815	\$ 45,529	\$ (2,286)	-4.8%
Purchased Services	\$ 38,750	\$ 25,623	\$ 41,750	\$ 47,500	\$ 5,750	13.8%
Other Charges	\$ 16,476	\$ 8,154	\$ 15,523	\$ 10,167	\$ (5,356)	-34.5%
Materials & Supplies	\$ 10,800	\$ 17,765	\$ 11,000	\$ 11,400	\$ 400	3.6%
Capital Outlay	\$ 500	\$ 2,091	\$ 1,000	\$ 2,000	\$ 1,000	100.0%
Total	\$ 240,047	\$ 223,825	\$ 255,298	\$ 254,315	\$ (983)	-0.4%