

Economic Development

Fiscal Year 2025 Operating Budget

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. These goals are achieved 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.

Revenues/Expenditures

	ACTUAL		ADOPTED BUDGET		Increase/ (Decrease)
	FY2022	FY2023	FY2024	FY2025	
Revenues					
Miscellaneous Revenue	–	\$19,650	\$0	\$0	\$0
Non-Categorical Aid State	–	\$0	\$0	–	\$0
Categorical Aid State	–	\$9,450	\$0	\$0	\$0
REVENUES TOTAL	–	\$29,100	\$0	\$0	\$0
Expenses					
Personnel Services	\$387,848	\$411,680	\$493,640	\$699,417	\$205,777
Employee Benefits	\$49,663	\$46,910	\$55,920	\$84,724	\$28,804
Purchased Services	\$146,503	\$164,246	\$270,470	\$294,573	\$24,103
Internal Service	\$38,594	\$57,408	\$56,430	\$53,340	(\$3,090)
Other Operating Expense	\$43,438	\$60,661	\$78,390	\$84,315	\$5,925
Capital Outlay	\$10,342	–	\$4,320	\$7,540	\$3,220
EXPENSES TOTAL	\$676,388	\$740,906	\$959,170	\$1,223,910	\$264,740
Net Cost to City	\$676,388	\$711,806	\$959,170	\$1,223,910	–

Personnel

Position Title	FY2022	FY2023	FY2024	FY2025
FTEs				
ASST DIR OF ECONOMIC DEVELOPMT	1	1	1	1
DIRECTOR OF ECONOMIC DEV	1	1	1	1
ECONOMIC DEV PROJECT MANAGER	1	1	1	1
ECONOMIC DEVELOPMENT REAL ESTATE MANAGER	0	0	0	1
ECONOMIC DEVELOPMENT SPECIALIST	0	0	0	0
MARKETING AND COMMUNICATIONS COORD	0	1	1	1
MARKETING AND RESEARCH MANAGER	1	1	1	1
SENIOR SECRETARY	0	0	0	1
SPECIAL PROJECT MGR	1	1	1	1
FTEs	5	6	6	8

Tourism

Fiscal Year 2025 Operating Budget

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. This 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.

Revenues/Expenditures

ACTUAL		ADOPTED BUDGET		ADOPTED BUDGET	
	FY2022	FY2023	FY2024	FY2025	Increase/ (Decrease)
Revenues					
General Property Tax	–	\$3,687	\$0	\$5,600	\$5,600
Other Local Taxes	–	–	\$0	–	\$0
REVENUES TOTAL	–	\$3,687	\$0	\$5,600	\$5,600
Expenses					
Personnel Services	\$63,078	\$97,622	\$135,550	\$159,476	\$23,926
Employee Benefits	\$6,364	\$9,353	\$13,730	\$16,346	\$2,616
Purchased Services	\$122,374	\$73,027	\$359,180	\$551,620	\$192,440
Internal Service	–	\$3,305	\$4,980	\$5,040	\$60
Contribution Other Entity	–	–	–	\$0	\$0
Other Operating Expense	\$13,313	\$12,656	\$51,260	\$55,550	\$4,290
Capital Outlay	\$77,795	\$3,453	\$1,540	\$770	(\$770)
EXPENSES TOTAL	\$282,924	\$199,416	\$566,240	\$788,803	\$222,563
Net Cost to City	\$282,924	\$195,729	\$566,240	\$783,203	

Personnel

Position Title	FY2022	FY2023	FY2024	FY2025
FTEs				
TOURISM MANAGER	1	1	1	1
TOURISM SALES COORDINATOR	0	1	1	1
FTEs	1	2	2	2

Visitor Center

Fiscal Year 2025 Operating Budget

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.

Revenues/Expenditures

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

	ACTUAL		ADOPTED BUDGET		Increase/ (Decrease)
	FY2022	FY2023	FY2024	FY2025	
Revenues					
Revenue-Use Money/Property	–	\$1,285	\$1,800	\$1,800	\$0
Non-Categorical Aid State	–	\$100,000	\$200,000	\$200,000	\$0
REVENUES TOTAL	–	\$101,285	\$201,800	\$201,800	\$0
Expenses					
Personnel Services	–	\$68,026	\$85,300	\$155,107	\$69,807
Employee Benefits	–	\$5,447	\$7,700	\$13,299	\$5,599
Purchased Services	\$0	\$58,231	\$69,970	\$91,560	\$21,590
Internal Service	–	\$17,090	\$22,280	\$32,980	\$10,700
Other Operating Expense	\$0	(\$6,845)	\$16,550	\$26,477	\$9,927
Capital Outlay	–	\$4,719	\$0	\$3,680	\$3,680
Labor Expense Cross	–	\$1,851	\$0	–	\$0
EXPENSES TOTAL	\$0	\$148,520	\$201,800	\$323,103	\$121,303
Net Cost to City	\$0	\$47,235	\$0	\$121,303	–

Personnel

Position Title	FY2022	FY2023	FY2024	FY2025
FTEs				
VISITOR CENTER MANAGER	0	0	1	1
FTEs	0	0	1	1

Enterprise Zone Activity

Fiscal Year 2025 Operating Budget

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.

Revenues/Expenditures

	ACTUAL		ADOPTED BUDGET	ADOPTED BUDGET	
	FY2022	FY2023	FY2024	FY2025	Increase/ (Decrease)
Revenues					
–	–	–	–	–	–
REVENUES TOTAL	0	0	0	0	0
Expenses					
Personnel Services	\$14,773	–	\$0	–	\$0
Employee Benefits	\$1,563	–	\$0	–	\$0
EXPENSES TOTAL	\$16,335	–	\$0	–	\$0
Net Cost to City	\$16,335	\$0	\$0	\$0	–