

Economic Development

Fiscal Year 2026 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		ADOPTED BUDGET
	FY2023	FY2024	FY2025	FY2026	Increase/ (Decrease)
Revenues					
Miscellaneous Revenue	\$19,650	–	\$0	\$0	\$0
Categorical Aid State	\$9,450	–	\$0	\$0	\$0
REVENUES TOTAL	\$29,100	–	\$0	\$0	\$0
Expenses					
Personnel Services	\$411,680	\$512,090	\$699,417	\$722,840	\$23,423
Employee Benefits	\$46,910	\$60,259	\$84,724	\$93,230	\$8,506
Purchased Services	\$164,246	\$212,557	\$294,573	\$333,090	\$38,517
Internal Service	\$57,408	\$61,293	\$53,340	\$85,200	\$31,860
Other Operating Expense	\$60,661	\$59,596	\$84,315	\$198,810	\$114,495
Capital Expenses	–	\$5,334	\$7,540	\$6,540	(\$1,000)
EXPENSES TOTAL	\$740,906	\$911,130	\$1,223,910	\$1,439,710	\$215,800
Net Cost to City	\$711,806	\$911,130	\$1,223,910	\$1,439,710	–

Personnel

Position Title	FY2023	FY2024	FY2025	FY2026
FTEs				
ASST DIR OF ECON DEV & TOURISM	0	0	0	1
ASST DIR OF ECONOMIC DEV	1	1	1	0
DIRECTOR OF ECON DEV & TOURISM	0	0	0	1
DIRECTOR OF ECONOMIC DEV	1	1	1	0
ECONOMIC DEV PROJECT MANAGER	1	1	1	1
ECONOMIC DEV REAL ESTATE MANAGER	0	0	1	1
ECONOMIC DEVELOPMENT SPECIALIST	0	0	0	0
MARKETING AND COMMUNICATIONS COORD	1	1	1	0
MARKETING AND COMMUNICATIONS SPECIALIST	0	0	0	1
MARKETING AND RESEARCH MANAGER	1	1	1	0
MARKETING, COMMUNICATIONS, AND RESEARCH MANAGER	0	0	0	1
SENIOR SECRETARY	0	0	1	1
SPECIAL PROJECT MGR	1	1	1	1
FTEs	6	6	8	8

Tourism

Fiscal Year 2026 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
	FY2023	FY2024	FY2025	FY2026	Increase/ (Decrease)
Revenues					
General Property Tax	\$3,687	\$9,893	\$5,600	\$5,600	\$0
REVENUES TOTAL	\$3,687	\$9,893	\$5,600	\$5,600	\$0
Expenses					
Personnel Services	\$97,622	\$128,099	\$159,476	\$165,790	\$6,314
Employee Benefits	\$9,353	\$12,916	\$16,346	\$17,710	\$1,364
Purchased Services	\$73,027	\$340,562	\$551,620	\$769,500	\$217,880
Internal Service	\$3,305	\$5,323	\$5,040	\$5,380	\$340
Other Operating Expense	\$12,656	\$22,833	\$55,550	\$55,990	\$440
Capital Expenses	\$3,453	(\$1,146)	\$770	\$770	\$0
EXPENSES TOTAL	\$199,416	\$508,588	\$788,803	\$1,015,140	\$226,337
Net Cost to City	\$195,729	\$498,694	\$783,203	\$1,009,540	—

Personnel

Position Title	FY2023	FY2024	FY2025	FY2026
FTEs				
TOURISM MANAGER	1	1	1	1
TOURISM SALES COORDINATOR	1	1	1	1
FTEs	2	2	2	2

Visitor Center

Fiscal Year 2026 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

	ACTUAL		ADOPTED BUDGET		Increase/ (Decrease)
	FY2023	FY2024	FY2025	FY2026	
Revenues					
Revenue-Use Money/Property	\$1,285	\$1,417	\$1,800	\$1,800	\$0
Non-Categorical Aid State	\$100,000	\$200,000	\$200,000	\$200,000	\$0
REVENUES TOTAL	\$101,285	\$201,417	\$201,800	\$201,800	\$0
Expenses					
Personnel Services	\$68,026	\$115,892	\$155,107	\$208,210	\$53,103
Employee Benefits	\$5,447	\$9,971	\$13,299	\$17,690	\$4,391
Purchased Services	\$58,231	\$54,921	\$91,560	\$68,490	(\$23,070)
Internal Service	\$17,090	\$16,914	\$32,980	\$41,140	\$8,160
Other Operating Expense	(\$6,845)	\$19,213	\$26,477	\$56,000	\$29,523
Capital Expenses	\$4,719	\$185	\$3,680	\$3,680	\$0
Labor Expense Cross	\$1,851	\$2,383	–	–	\$0
EXPENSES TOTAL	\$148,520	\$219,479	\$323,103	\$395,210	\$72,107
Net Cost to City	\$47,235	\$18,061	\$121,303	\$193,410	–

Personnel

Position Title	FY2023	FY2024	FY2025	FY2026
FTEs				
VISITOR CENTER MANAGER	0	1	1	1
FTEs	0	1	1	1