

KEY WORKPLAN ITEMS

1. Serve as the point of contact for economic development opportunities for both existing and new businesses within James City County, including identifying and communicating available opportunities and resources to the local business community
2. Attract businesses in high-growth market segments, including technology, medical and government-related industries
3. Expand current incentive programs for both new and existing companies to support business creation and expansion
4. Increase local awareness of existing local businesses, encouraging consumers to “think locally” for their business and personal needs/services
5. Expand the County’s Sports Marketing Program to take advantage of the County’s existing facilities and assist in generating revenue for local businesses
6. Provide support to the Economic Development Authority of James City County in their efforts to sustain and expand the County’s commercial and industrial revenue base and enhance the quality of life for the County’s citizens

BUDGET SUMMARY

	FY 11 <u>Adopted</u>	FY 12 <u>Plan</u>	FY 12 <u>Adopted</u>
Personnel	\$ 253,861	\$ 255,495	\$ 333,909
Operating	<u>126,726</u>	<u>111,926</u>	<u>94,767</u>
Total	<u>\$ 380,587</u>	<u>\$ 367,421</u>	<u>\$ 428,676</u>

PERSONNEL

Full-time Personnel	3	3	4
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PERFORMANCE MEASURES

	<u>FY 09 Actual</u>	<u>FY 10 Actual</u>	<u>FY 11 Adopted</u>	<u>FY 12 Adopted</u>
% Increase in dollar value of new and add-on commercial and industrial permits	-28.77%	-45%	+2%	+2%
# New general business announced for County	1	3	2	2
# New significant business announced for County	2	2	2	2

BUDGET COMMENTS

This budget includes the costs associated with the transfer of a Planner position from the Planning Division to a new Business Development and Retention Coordinator. This will allow the office to become more proactive in developing strong relationships with the existing business community and also provide the primary point of contact for that community.