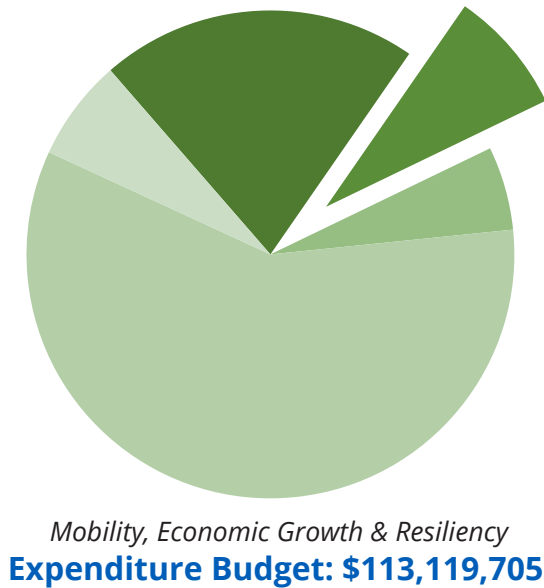


Economic Development & Tourism

Mission Statement

The Department of Economic Development & Tourism promotes Prince William County as a premier destination for businesses and visitors. We work with partners to attract and grow diverse businesses, create high-quality jobs, and enhance tourism experiences, all contributing to a vibrant community for residents and visitors.



Expenditure Budget: \$9,279,136

8.2% Mobility, Economic Growth and Resiliency

Program:

- Investment Attraction: \$2,196,864
- Existing Business & Small Business Development: \$871,737
- Marketing & Communications: \$1,403,826
- Redevelopment & Revitalization: \$478,314
- Policy, Incentives, & Operations \$1,086,522
- Tourism: \$ 3,241,873

Mandates

The Department of Economic Development & Tourism does not provide a state or federally mandated service.

Economic Development & Tourism

Expenditure and Revenue Summary



Expenditure by Program	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted	% Change Budget FY25/ Budget FY26
Investment Attraction	\$3,702,890	\$3,188,403	\$2,610,959	\$1,941,941	\$2,196,864	13.13%
Existing Business & Small Business Development	\$1,640,986	\$1,300,916	\$664,084	\$893,267	\$871,737	(2.41%)
Marketing & Communications	\$1,297,523	\$1,501,629	\$1,050,083	\$1,173,398	\$1,403,826	19.64%
Redevelopment & Revitalization	\$218,254	\$238,486	\$261,328	\$230,158	\$478,314	107.82%
Policy, Incentives, and Operations	\$0	\$199,707	\$1,017,494	\$1,079,428	\$1,086,522	0.66%
Tourism	\$0	\$0	\$0	\$4,630,979	\$3,241,873	(30.00%)
Economic Development Opportunity Fund	\$34,741	\$0	\$0	\$0	\$0	-
Total Expenditures	\$6,894,394	\$6,429,140	\$5,603,947	\$9,949,171	\$9,279,136	(6.73%)

Expenditure by Classification

Salaries & Benefits	\$2,716,033	\$2,940,608	\$2,995,566	\$4,471,537	\$4,738,781	5.98%
Contractual Services	\$947,705	\$1,507,302	\$822,590	\$3,084,759	\$2,049,759	(33.55%)
Internal Services	\$82,581	\$169,836	\$171,365	\$181,061	\$188,783	4.26%
Purchase of Goods & Services	\$1,132,765	\$617,026	\$652,178	\$828,179	\$883,179	6.64%
Leases & Rentals	\$309,568	\$343,755	\$431,747	\$275,130	\$310,130	12.72%
Reserves & Contingencies	\$0	\$0	\$0	(\$15,404)	(\$15,404)	0.00%
Payments to Other Local Agencies	\$915,000	\$725,000	\$430,000	\$0	\$0	-
Transfers Out	\$790,741	\$125,614	\$100,501	\$1,123,908	\$1,123,908	0.00%
Total Expenditures	\$6,894,394	\$6,429,140	\$5,603,947	\$9,949,171	\$9,279,136	(6.73%)

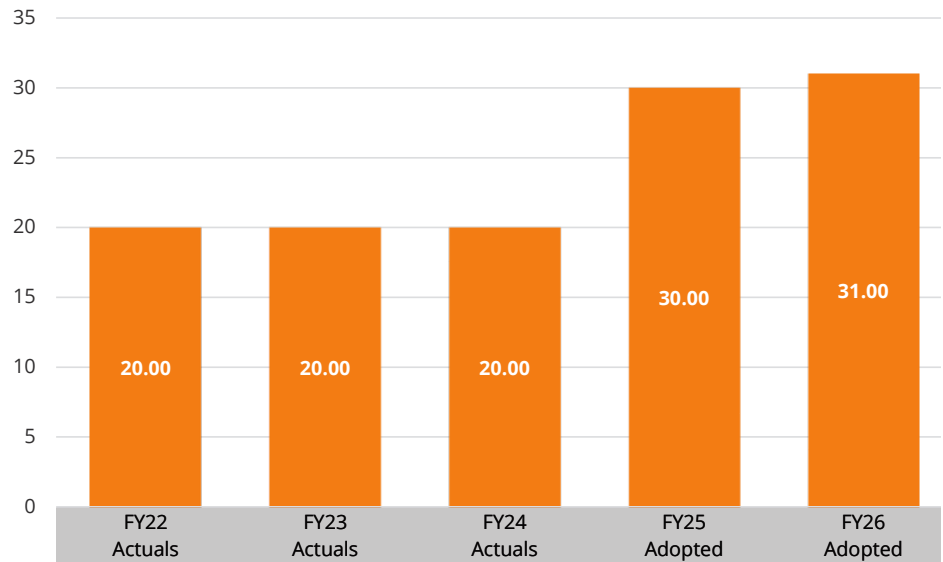
Funding Sources

Use of Money & Property	\$263,393	\$184,329	\$212,251	\$226,939	\$226,939	0.00%
Miscellaneous Revenue	\$531	\$93	\$412	\$0	\$0	-
Other Local Taxes	\$0	\$0	\$0	\$4,469,380	\$3,900,000	(12.74%)
Charges for Services	\$1,175	\$1,143	\$591	\$30,620	\$30,620	0.00%
Transfers In	\$756,000	\$56,670	\$100,501	\$0	\$0	-
Total Designated Funding Sources	\$1,021,099	\$242,235	\$313,755	\$4,726,939	\$4,157,559	(12.05%)
(Contribution to)/Use of TOT Funds	-	-	-	\$130,979	(\$688,747)	(625.85%)
Net General Tax Support	\$5,873,294	\$6,186,905	\$5,290,192	\$5,091,253	\$5,810,324	14.12%
Net General Tax Support	85.19%	96.23%	94.40%	51.17%	62.62%	

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Staff History by Program



	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Investment Attraction	8.65	6.65	6.00	6.65	6.65
Existing Business & Small Business Development	3.50	3.50	2.00	3.85	3.85
Marketing & Communications	7.10	7.60	4.00	4.00	5.50
Redevelopment & Revitalization	0.75	1.25	2.00	1.00	1.00
Policy, Incentives & Operations	0.00	1.00	6.00	6.00	6.00
Tourism	0.00	0.00	0.00	8.50	8.00
Full-Time Equivalent (FTE) Total	20.00	20.00	20.00	30.00	31.00

Future Outlook

Economic Diversification – Attracting a diverse range of sectors will decrease reliance on a few industries. Following the completion of an updated targeted industry study to evaluate emerging sectors. The Department of Economic Development & Tourism (DEDT) will promote site selection and incentives for these industries. This ongoing diversification of economic base will enhance stability and job creation, fostering a more resilient economy.

Agribusiness and Agritourism – Following the completion of the agritourism and agribusiness study, DEDT will focus on strengthening the local agricultural economy and attracting visitors. This will involve supporting farms and agribusinesses through targeted marketing and strategic partnerships, as well as implementing the Arts and Agriculture Overlay District. DEDT will identify partners to develop agritourism initiatives, including farm tours, local markets, and festivals, to highlight local products and stimulate economic activity.

Small Business Development and Entrepreneurship – Aim to cultivate a vibrant ecosystem for small businesses and startups by establishing the Calibrate Center, a new resource hub. Expand programs and services by providing resources such as grants, mentorship programs, and access to co-working spaces. Facilitate networking opportunities and host workshops to empower entrepreneurs and ignite innovation, ultimately driving job growth and enhancing economic vitality.

Visitor Market Expansion – To enhance the county's appeal as a tourist destination, DEDT will implement targeted marketing campaigns highlighting local attractions, cultural events, and outdoor recreation. DEDT will assess opportunities for developing new tourism products and attractions. Additionally, the department will collaborate with local businesses to create tourism packages that enrich the visitor experience and boost overall spending in the community.

Real Estate Market Dynamics – To address the evolving housing needs of a growing population, the department will focus on redevelopment and revitalization efforts. DEDT will promote mixed-use developments, placemaking, quality retail attractions, and affordable housing projects to foster vibrant, livable communities. These strategic initiatives will align real estate development with the county's economic goals, ultimately enhancing the quality of life for residents.

Economic Development & Tourism

Workforce Development – Focus on skills development to meet evolving job market demands. Collaborate with regional and local workforce partners, educational institutions and industries to create tailored training programs that prepare the workforce for high-demand jobs, emphasizing science, technology engineering and mathematics (STEM) education and vocational training.

Creation of an Innovation District – Partner with regional stakeholders to establish a hub for innovation and collaboration. Innovation Park will serve as a focal point for startups, research institutions, and established companies, promoting technological advancements and fostering entrepreneurship.

General Overview

- A. Removal of One-Time Cost** – A total of \$1,590,000 has been removed from DEDT FY26 budget for one-time costs added in FY25:
- \$1,200,000 from Transit Occupancy Tax (TOT) funds added to support the Ladies Professional Golf Association (LPGA) Solheim Cup sponsorship and marketing campaign.
 - \$125,000 from TOT funds to support the Agribusiness/Agritourism Strategic Plan.
 - \$125,000 from TOT funds to support the Maritime Master Plan.
 - \$90,000 from TOT funds to support the Tourism Master Plan.
 - \$50,000 from TOT funds to support the American Revolution/Virginia 250th Marketing Campaign.

Budget Initiatives

A. Budget Initiatives

1. Public Relation Firm – Multiple Programs

Expenditure	\$200,000
Transient Occupancy Tax Revenue	\$150,000
General Fund Impact	\$50,000
FTE Positions	0.00

- a. Description** – This initiative provides funding to engage a Public Relations (PR) firm to support DEDT in enhancing Prince William County (PWC) visibility and differentiation within the highly competitive landscape of Virginia's economic and tourism sectors. The PR firm will conduct a comprehensive assessment of PWC's current market position and benchmark it against competitors to develop a strategy that highlights PWC's strengths, mitigates weaknesses, seizes opportunities, and proactively addresses challenges. Since 2021, PR efforts have been managed by a single in-house professional, limiting the scope, reach, and overall impact of campaigns. Partnering with a specialized PR firm brings valuable expertise, enabling the creation of compelling narratives, strategic outreach, and cohesive brand positioning to achieve more extensive and targeted exposure. The PR funding is a recurring cost throughout the Five-Year Plan.
- b. Service Level Impacts** – This initiative supports the Smart Growth strategic goal area of the [County's 2025-2028 Strategic Plan](#). Specifically Objective 6: Enhance small business support networks to strengthen local entrepreneurial ecosystems and empower underrepresented business owners. This is accomplished by identifying and removing barriers to business success to attract business owners and investors to the local economy (Objective 6.2).

2. Redevelopment / Land Assemblage Strategy Consultant – Redevelopment & Revitalization

Expenditure	\$250,000
Revenue	\$0
General Fund Impact	\$250,000
FTE Positions	0.00

- a. Description** – This initiative provides funding for a Land Assemblage Strategy Consultant to support DEDT in developing a comprehensive land inventory, crafting property acquisition policies and strategies, identifying

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potential funding sources (including a future redevelopment opportunity fund), and conducting financial feasibility analysis. The consultant will also assist with risk assessment and contingency planning to help the department prepare for potential challenges, while offering strategic guidance to ensure DEDT's efforts align with the best practices and are positioned for long-term success.

- b. **Service Level Impacts** – This initiative supports the Smart Growth strategic goal area of the County's [2025-2028 Strategic Plan](#). Specifically Objective 4: Identify strategic emerging sectors to diversify the commercial tax base, lessen reliance on any single industry, and create and retain quality jobs for residents. This is accomplished by establishing a redevelopment incentive fund and toolkit to encourage land assemblage and revitalization to diversify jobs and industry or market sector (Objective 4.2).

3. Marketing and Promotions Manager – Marketing and Communications

Expenditure	\$110,912
Revenue	\$0
General Fund Impact	\$110,912
FTE Positions	1.00

- a. **Description** – This initiative provides funding for a Marketing and Promotions Manager (1.00 FTE) to build and maintain meaningful partnerships with local businesses, tourism advocates, and community leaders. The Marketing and Promotions Manager will oversee event setups, address on-site challenges, track budgets, manage vendor relationships, and analyze post events data to evaluate impact and identify opportunities for improvement. Over the past five years, DEDT has hosted, organized, and supported a growing number of events, including ribbon cuttings, conferences, workshops, and business appreciation events. These events enhance regional visibility and media coverage for the region and its businesses, support local businesses growth, increased community engagement, and the facilitation of valuable connections and partnerships within the local business ecosystem.
- b. **Service Level Impacts** – This initiative supports the Smart Growth strategic goal area of the [County's 2025-2028 Strategic Plan](#). Specifically Objective 6: Enhance small business support networks to strengthen local entrepreneurial ecosystems and empower underrepresented business owners. This is accomplished by identifying and removing barriers to business success to attract business owners and investors to the local economy (Objective 6.2).

4. Information Technology Cloud Subscription Annual Costs – Multiple Programs

Expenditure	\$170,000
Transient Occupancy Tax Revenue	\$100,000
General Fund Impact	\$70,000
FTE Positions	0.00

- a. **Description** – This initiative provides funding on a recurring basis for annual cloud subscription costs of the Tourism program. The requested subscriptions include Zartico, Simpleview, and Visit Widget. These platforms provide key data on hotel and lodging performance, visitor demographics, and tour group leads. These subscriptions are integral to DEDT work and serve as critical infrastructure to drive new visits and investment to the County. These subscriptions will enable the County to enhance advertising and programming decisions while providing market health updates to the Tourism Advisory Board. The initiative also includes funding to address increases in contractual costs for cloud-based subscriptions and operational expenses.
- b. **Service Level Impacts** – This initiative supports the Smart Growth strategic goal area of the [County's 2025-2028 Strategic Plan](#). Specifically Objective 2: Ensure the County's growth holistically addresses the impact on natural resources and infrastructure and enhance community and economic resilience. This is accomplished by identifying future economic development and growth areas by gaining community perspective and expectations for future development (Objective 2.3).

5. Washington Airports Task Force Support – Investment Attraction

Expenditure	\$25,000
Revenue	\$0
General Fund Impact	\$25,000
FTE Positions	0.00

- a. **Description** – This initiative provides funding for the membership cost of the Washington Airport Task Force (WATF). Investing in local airports fosters a strong, efficient airport community that benefits the region by creating jobs, attracting businesses, increasing tourism, and driving economic stability. According to the most

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recent economic impact survey conducted by the Metropolitan Washington Airports Authority, the local direct tax contributions from National and Dulles airports to Prince William County exceeded \$43 million. Supporting airport operations helps create and sustain regional jobs, ensure local airports meet community needs, and strengthens relationships between airport and residents. These efforts promote local airport services, attract more airlines and customers, and ultimately increase passenger traffic and drive economic growth.

- b. **Service Level Impacts** – This initiative supports the Smart Growth strategic goal area of the [County's 2025-2028 Strategic Plan](#). Specifically Objective 2: Ensure the County's growth holistically addresses the impact on natural resources and infrastructure and enhance community and economic resilience. This is accomplished by identifying future economic development and growth areas by gaining community perspective and expectations for future development (Objective 2.3).

Program Summary

Investment Attraction

Enhance awareness of Prince William County's (PWCs) advantages as a prime business location by identifying and pursuing targeted market opportunities. DEDT will develop strong relationships with investors to create new projects and package compelling proposals, ultimately attracting new businesses within targeted industry sectors.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Total square footage from new commercial real estate	130,223	241,541	1,963,281	250,000	500,000
Capital investment from new businesses	\$1.3B	\$43.0B	\$3.1B	\$0.8B	\$1.0B
Total number of jobs created from new business	732	987	490	400	400

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Investment Attraction Marketing	\$3,703	\$3,188	\$2,611	\$1,942	\$2,197
Active projects in the pipeline	64	53	68	75	75
Leads generated	117	25	70	150	100

Existing Business and Small Business Development

The Existing Business (BRE) and Small Business Development (SBD) program focuses on retaining current businesses and securing expansion projects while advising company executives on growth strategies. The BRE program engages County companies to highlight their successes and create media opportunities. Additionally, it offers workforce development services to help employers find and train new workers. The SBD program supports both new and established firms with key resources, customized assistance, and capacity-building initiatives to strengthen the County's economic base.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Existing businesses which remained and/or expanding in PWC	28	11	15	20	15
Total number of existing business jobs created and retained	653	870	626	300	300
Total capital investment from business expansion	\$133.0M	\$88.0M	\$29.5M	\$50.0M	\$50.0M
Total square footage from business expansion	376,832	218,394	175,000	100,000	100,000

Economic Development & Tourism

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Existing Business Outreach/Expansion	\$1,149	\$731	\$218	\$445	\$420
# of existing business visits	65	53	61	50	60
Small Business Development	\$492	\$569	\$447	\$448	\$451
# of small business workshop or webinar attendees	1,635	573	446	500	500
# of one-on-one meetings with small businesses	993	1,041	1,023	750	750
Total number of small businesses started	13	10	19	20	25
Jobs created/retained by new small businesses	96	46	350	100	150

Marketing and Communications

The Marketing and Communications program develops comprehensive campaigns to enhance PWC's profile. It supports business development through collateral production, event assistance, and media relations, while also creating and communicating PWC's economic development messages. The program generates new leads, fosters interest, and provides valuable content and data to targeted customers.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Total number of marketing qualified leads (outbound digital marketing)	86	92	88	75	85
Total number of sales qualified leads (inbound contacts response)	17	18	21	15	15

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Business Location and Expansion Research	\$852	\$820	\$469	\$450	\$660
Advertising Media Distributions	-	-	-	\$10M	\$10M
Web Site Marketing and Outreach, Public Relations and Special Events	\$446	\$682	\$581	\$723	\$743
Website Visitors	-	-	56,055	50,000	50,000
Economic development events supported	-	-	17	12	15
Email open rate	-	-	-	40%	40%

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Redevelopment and Revitalization

The Redevelopment and Revitalization program aims to stimulate development in targeted areas of eastern PWC and along designated corridors in the Comprehensive Plan. Effective marketing will attract the right mix of products and tenants to support investment. Leveraging federal and state resources—such as Opportunity Zones, Hub Zones, and New Market Tax Credit programs—along with Public-Private Partnerships, will accelerate development. The focus will be on creating walkable, mixed-use communities to attract tomorrow’s workforce and targeted industries, such as Information Technology and government contracting, thereby increasing well-paying job opportunities.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
New capital investment from redevelopment and revitalization projects	-	-	-	\$5M	\$5M
Total square footage from new commercial real estate product developed	-	280,000	362,000	20,000	20,000

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Redevelopment & Revitalization	\$218	\$238	\$261	\$230	\$478
# of redevelopment leads generated	-	28	11	25	25
# of active redevelopment projects	-	29	23	5	5

Policy, Incentives, and Operations

The Policy, Incentives, and Operations program oversees grants management, the budget process, and general operations to enhance efficiency and cross-departmental communication. It manages the County’s economic development incentives program, ensuring effective policies and protocols are in place. Additionally, it evaluates new incentive tools to support the Resilient Economy goals outlined in the County’s Strategic Plan. The program also provides data and economic intelligence to aid the business attraction, expansion, and retention efforts.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Percentage of active grants management projects achieving targeted milestones	-	-	-	-	85%
Active grants management projects providing performance reporting on time	-	25	29	25	-

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Operations	\$0	\$165	\$437	\$443	\$445
Number of companies within the customer relationship management database	-	350	395	400	400
Data & Research Tools	\$0	\$35	\$580	\$636	\$642
Response to data requests	-	262	271	250	250
Customize research, data analysis and reporting	-	20	24	16	16

Economic Development & Tourism

Tourism

The Tourism program aims to inspire travelers to visit the County by promoting, developing, and enhancing a diverse range of experiences. Through strategic marketing and collaboration with local businesses, the program showcases the area's unique attractions, cultural events, and natural beauty. By focusing on high-quality visitor experiences, the program contributes to a resilient and robust economy and creates valuable opportunities for residents, including hospitality, retail, and entertainment jobs. Ultimately, the Tourism program fosters community pride and supports local entrepreneurs, enhancing the overall quality of life in the County.

Key Measures	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Tourism jobs supported	4,747	4,901	5,600	5,200	5,600
Transient Occupancy Tax revenue collected	\$3.78M	\$5.35M	\$5.35M	\$5.50M	\$5.50M
Hotel occupancy rate	57%	66%	73%	68%	70%
Average daily room rate	\$79	\$102	\$114	\$109	\$120
PWC visitor expenditures	\$450M	\$601M	\$753M	\$610M	\$650M
PWC visitor generated local tax receipts	\$6.8M	\$21.0M	\$48.0M	\$24.0M	\$43.0M

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY22 Actuals	FY23 Actuals	FY24 Actuals	FY25 Adopted	FY26 Adopted
Tourism	\$0	\$0	\$0	\$4,631	\$3,242
Total impressions and advertising reach	\$9.0M	\$13.0M	\$13.0M	\$15.0M	\$15.0M
Public relations stories generated	90	98	75	120	100
Sports tourism program economic impact	\$1.6M	\$2.1M	\$1.4M	\$2.9M	\$1.5M
Group hotel room nights generated	5,898	7,500	8,500	7,800	8,500

FY22-FY24 Actuals reflect Tourism as a program in the Department of Parks & Recreation.