

# 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.

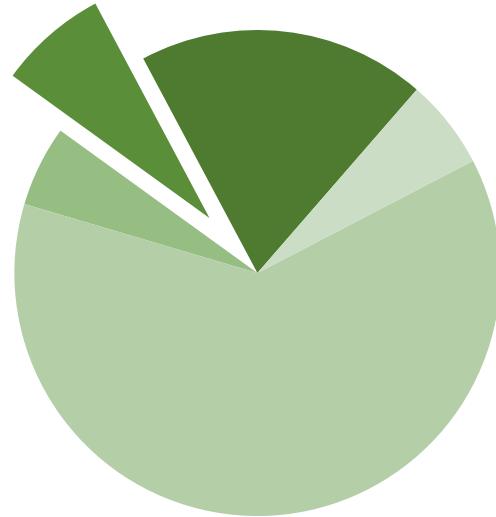
## Quadrant Area

*% of Mobility, Economic Growth & Resiliency*

7.3%

**Quadrant Expenditure Budget:**

**\$131,163,287**



## Programs

Investment Attraction	\$2,198,781
Existing Business & Small Business Development	\$996,962
Marketing & Communication	\$1,514,287
Redevelopment & Revitalization	\$185,331
Policy, Incentives, and Operations	\$1,286,086
Tourism	\$3,380,510

**Agency Expenditure Budget:** **\$9,561,957**

## 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed	% Change Budget FY26/ Budget FY27
Investment Attraction	\$3,188,403	\$2,610,959	\$4,869,756	\$2,196,864	\$2,198,781	0.09%
Existing Business & Small Business Development	\$1,300,916	\$664,084	\$725,379	\$871,737	\$996,962	14.37%
Marketing & Communications	\$1,501,629	\$1,050,083	\$1,075,111	\$1,403,826	\$1,514,287	7.87%
Redevelopment & Revitalization	\$238,486	\$261,328	\$380,897	\$478,314	\$185,331	(61.25%)
Policy, Incentives, and Operations	\$199,707	\$1,017,494	\$1,083,635	\$1,086,522	\$1,286,086	18.37%
Tourism	\$0	\$0	\$4,258,178	\$3,241,873	\$3,380,510	4.28%
<b>Total Expenditures</b>	<b>\$6,429,140</b>	<b>\$5,603,947</b>	<b>\$12,392,956</b>	<b>\$9,279,136</b>	<b>\$9,561,957</b>	<b>3.05%</b>

### Expenditure by Classification

Salaries & Benefits	\$2,940,608	\$2,995,566	\$3,983,297	\$4,738,781	\$5,111,505	7.87%
Contractual Services	\$1,507,302	\$822,590	\$2,935,851	\$2,049,759	\$1,902,840	(7.17%)
Internal Services	\$169,836	\$171,365	\$206,070	\$188,783	\$232,121	22.96%
Purchase of Goods & Services	\$617,026	\$652,178	\$993,784	\$883,179	\$883,891	0.08%
Capital Outlay	\$0	\$0	\$253,660	\$0	\$0	-
Leases & Rentals	\$343,755	\$431,747	\$56,335	\$310,130	\$323,096	4.18%
Reserves & Contingencies	\$0	\$0	\$0	(\$15,404)	(\$15,404)	0.00%
Debt Maintenance	\$0	\$0	\$316,502	\$0	\$0	-
Payments to Other Local Agencies	\$725,000	\$430,000	\$2,460,200	\$0	\$0	-
Transfers Out	\$125,614	\$100,501	\$1,187,257	\$1,123,908	\$1,123,908	0.00%
<b>Total Expenditures</b>	<b>\$6,429,140</b>	<b>\$5,603,947</b>	<b>\$12,392,956</b>	<b>\$9,279,136</b>	<b>\$9,561,957</b>	<b>3.05%</b>

### Funding Sources

Use of Money & Property	\$184,329	\$212,251	\$172,769	\$226,939	\$226,939	0.00%
Revenue from Other Localities	\$0	\$0	\$585,200	\$0	\$0	-
Miscellaneous Revenue	\$93	\$412	\$3,264	\$0	\$0	-
Other Local Taxes	\$0	\$0	\$3,118,150	\$3,900,000	\$3,450,000	(11.54%)
Charges for Services	\$1,143	\$591	\$9,000	\$30,620	\$30,620	0.00%
Revenue from Commonwealth	\$0	\$0	\$420,000	\$0	\$0	-
Transfers In	\$56,670	\$100,501	\$0	\$0	\$0	-
<b>Total Designated Funding Sources</b>	<b>\$242,235</b>	<b>\$313,755</b>	<b>\$4,308,383</b>	<b>\$4,157,559</b>	<b>\$3,707,559</b>	<b>(10.82%)</b>
<b>(Contribution to)/Use of TOT Funds</b>	<b>-</b>	<b>-</b>	<b>\$696,679</b>	<b>(\$688,747)</b>	<b>(\$100,110)</b>	<b>(85.46%)</b>
<b>Net General Tax Support</b>	<b>\$6,186,905</b>	<b>\$5,290,192</b>	<b>\$7,387,893</b>	<b>\$5,810,324</b>	<b>\$5,954,508</b>	<b>2.48%</b>
<b>Net General Tax Support</b>	<b>96.23%</b>	<b>94.40%</b>	<b>59.61%</b>	<b>62.62%</b>	<b>62.27%</b>	



## Staff History by Program



## Future Outlook

**Regional Economy** – Prince William County (PWC) has remained relatively insulated from federal workforce reductions, but the broader Metro DC/Northern Virginia economy has not. Because of this regional dependence, the County must continue to closely monitor potential ripple effects.

**Economic Diversification** – Diversifying the local economy remains a top priority. Ongoing studies in agritourism, agribusiness, and maritime industries may result in future budget requests to implement recommendations. Real estate products are a critical driver for diversification, yet limited industrial land and available sites constrain growth. To address this challenge, the County may need dedicated resources to identify land for development or assemblage, track availability and terms, maintain a comprehensive land database, and pursue grants that prepare sites for market.

**Target Industries** – A study of targeted industry sectors is underway. If new or emerging sectors are identified, the County may need to adjust resources to support them. This could involve reorganizing existing staff assignments to better align with priorities, or requesting new positions to manage these sectors effectively and ensure the County remains competitive in attracting and retaining businesses.

**Agribusiness and Agritourism** – Following completion of the current study, the Department of Economic Development & Tourism (DEDT) will focus on strengthening the agricultural economy and attracting visitors. This will include targeted marketing, strategic partnerships, and implementation of the Arts and Agriculture Overlay District, as well as initiatives such as farm tours, local markets, and festivals.

**Workforce Development** – Workforce initiatives will focus on skills development to meet evolving job market demands. DEDT will collaborate with regional partners, educational institutions, and industries to create training programs aligned with high-demand fields, with an emphasis on Science, Technology, Engineering, and Mathematics (STEM) education and vocational training.

## General Overview

**A. Adjustment to Transient Occupancy Tax Revenue** – The Transient Occupancy Tax (TOT) revenue projection for PWC has been revised from \$3,900,000 to \$3,450,000, a reduction of \$450,000 based on FY25 revenue of \$3,118,150. This adjustment reflects current economic and market conditions, including slower growth in lodging demand, occupancy rates, fewer overnight stays, and reduced visitor activity. The revised projection supports a prudent and realistic budget while maintaining flexibility to respond to evolving economic trends.

**B. Redistribution of Internal Service Fund (ISF) Technology Budget** - The County allocates information technology (IT) costs to agencies through an ISF for all technology activities including computer support (hardware replacement, software licenses, and helpdesk customer services), IT security, business systems support (public safety communications, financial systems, human services systems, etc.), geographic information system, web services, capital equipment replacement, messaging, cloud storage, network and infrastructure services, telecommunications, and radios.

In FY26, funding was allocated in Non-Departmental to support the FY26 internal services fund billings for the Department of Information Technology, and in FY27 this funding is being reallocated to specific agencies to better represent the functional areas supported by these initiatives. In FY27, DEDT's technology bill increases by \$43,338. No technology service levels are changed, and there is no impact to the technology services individual agencies currently receive.

**C. Removal of One-Time Cost** – A total of \$250,000 has been removed from DEDT FY27 budget for one-time costs added in FY26 for a Redevelopment and Land Assemblage consultant to support DEDT in developing a comprehensive land inventory.

## Budget Initiatives

### A. Budget Initiatives

#### 1. Placer.ai Data Platform – Policy, Incentives, and Operations

Expenditure	\$79,759
Revenue	\$0
General Fund Impact	\$79,759
FTE Positions	0.00

**a. Description** – This initiative provides funding to renew and expand the County's subscription to Placer.ai, a countywide data analytics platform that delivers real-time mobility, visitor, and demographic insights to support data-driven decision making. The platform is actively used across five departments, including DEDT, Planning, Transportation, Parks and Recreation and Finance, to inform economic development strategies, retail recruitment, tourism return on investment, infrastructure planning, and fiscal forecasting.

During the pilot period (February 2024 - July 2025), Placer.ai generated measurable results, including more than 900 reports and an average of 273 daily sessions by 20 users, demonstrating strong adoption and operational value. This funding supports a two-year subscription renewal and the addition of three new datasets (Personal Live, Retail Sales, and ESRI/GIS Infographics), which will expand the County's ability to analyze retail gaps, enhance fiscal modeling, and support long-range planning efforts.

**b. Service Level Impacts** – This initiative supports the Government strategic goal area of the County's [2025-2028 Strategic Plan](#), by utilizing technology to enhance data analytics, automation, and standardization of processes to improve the County's delivery of services (Objective 4). This is accomplished by making software and dashboards available for agency automation and decision-making (Strategy B).

#### 2. Cloud Subscriptions – Policy, Incentives, and Operations

Expenditure	\$30,000
Revenue	\$0
General Fund Impact	\$30,000
FTE Positions	0.00

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- a. Description** – This initiative provides ongoing funding to maintain essential cloud-based software subscriptions, including Salesforce, HubSpot, and CoStar, that support the DEDT's daily operations. These platforms enable critical functions such as customer relationship management, data analysis, marketing automation, real estate research, and performance measurement through Key Performance Indicator (KPI) tracking. Funding covers annual subscription renewals and the addition of user licenses required to support new staff.
- b. Service Level Impacts** – This initiative supports the Government strategic goal area of the County's [2025-2028 Strategic Plan](#), by utilizing technology to enhance data analytics, automation, and standardization of processes to improve the County's delivery of services (Objective 4). This is accomplished by clearly defining processes, systems, metrics, and targets for all agencies to measure and share results internally and externally (Strategy A).

### 3. Science Accelerator Lab Contractual Rent Increase – Investment Attraction

Expenditure	\$7,000
Revenue	\$0
General Fund Impact	\$7,000
FTE Positions	0.00

- a. Description** – This initiative provides funding to cover annual rent increases for the County's Science Accelerator Lab located in the Endeavor 234 building in Innovation Park. The facility offers critical incubation space and specialized wet-lab infrastructure that serves emerging life sciences, biotechnology, and advanced manufacturing companies. The lab provides below market rental rates and access to shared laboratory equipment, thus reducing barriers to entry for early-stage firms and enabling them to establish operations, attract investment, and scale within Prince William County.

- b. Service Level Impacts** – Existing service levels are maintained.

## 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Total square footage from new commercial real estate	241,541	1,963,281	5,220,119	500,000	750,000
Capital investment from new businesses	\$43.0B	\$3.1B	\$9.6B	\$1.0B	\$1.0B
Total number of jobs created from new business	987	490	601	400	400

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Investment Attraction Marketing	\$3,188	\$2,611	\$4,870	\$2,197	\$2,199
Active projects in the pipeline	53	68	79	75	75
Leads generated	25	70	77	100	125

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## 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Existing businesses which remained and/or expanding in PWC	11	15	7	15	15
Total number of existing business jobs created and retained	870	626	355	300	300
Total capital investment from business expansion	\$88.0M	\$29.5M	\$61.4M	\$50.0M	\$50.0M
Total square footage from business expansion	218,394	175,000	248,733	100,000	100,000

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
<b>Existing Business Outreach/Expansion</b>	<b>\$731</b>	<b>\$218</b>	<b>\$367</b>	<b>\$420</b>	<b>\$573</b>
# of existing business visits	53	61	98	60	60
<b>Small Business Development</b>	<b>\$569</b>	<b>\$447</b>	<b>\$358</b>	<b>\$451</b>	<b>\$424</b>
# of small business workshop or webinar attendees	573	446	531	500	500
# of one-on-one meetings with small businesses	1,041	1,023	793	750	750
Total number of small businesses started	10	19	25	25	25
Jobs created/retained by new small businesses	46	350	321	150	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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Total number of marketing qualified leads (outbound digital marketing)	92	88	90	85	100
Total number of sales qualified leads (inbound contacts response)	18	21	17	15	25

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Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Web Site Marketing and Outreach, Public Relations and Special Events	\$1,502	\$1,050	\$1,075	\$1,404	\$1,514
Website Visitors	-	56,055	51,076	50,000	50,000
Economic development events supported	-	17	17	15	18
Email open rate	-	-	55%	40%	42%
Advertising Media Distributions*	-	-	-	\$10M	-

\*The Business Location and Expansion Research activity has been eliminated. The workload measure "Advertising Media Distributions" and all associated totals have been consolidated into the Web Site Marketing and Outreach, Public Relations and Special Events activity.

## 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
New capital investment from redevelopment and revitalization projects	-	-	\$31.3M	\$5.0M	\$5.0M
Total square footage from new commercial real estate product developed	280,000	362,000	261,226	20,000	20,000

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
<b>Redevelopment &amp; Revitalization</b>	<b>\$238</b>	<b>\$261</b>	<b>\$381</b>	<b>\$478</b>	<b>\$185</b>
# of redevelopment leads generated	28	11	13	25	13
# of active redevelopment projects	29	23	22	5	22
# of firms introduced to OZ or redevelopment opportunities	-	-	-	-	-

## 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 Smart Growth strategic goal 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Percentage of active grants management projects achieving targeted milestones	-	-	85%	85%	85%
Active grants management projects providing performance reporting on time	25	29	23	-	-

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Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
<b>Operations</b>	\$165	\$437	\$448	\$445	\$642
Number of companies within the customer relationship management database	350	395	400	400	-
<b>Data &amp; Research Tools</b>	\$35	\$580	\$635	\$642	\$644
Response to data requests	262	271	309	250	309
Customize research, data analysis and reporting	20	24	26	16	16

## 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	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
Tourism jobs supported	4,901	5,600	5,713	5,600	5,800
Transient Occupancy Tax revenue collected	\$5.35M	\$5.35M	\$5.1M	\$5.50M	\$5.0M
Hotel occupancy rate	66%	73%	70%	70%	69%
Average daily room rate	\$102	\$114	\$118	\$120	\$122
PWC visitor expenditures	\$601M	\$753M	\$779M	\$650M	\$700M
PWC visitor generated local tax receipts	\$21.0M	\$48.0M	\$49.0M	\$43.0M	\$48.0M

Program Activities & Workload Measures <i>(Dollar amounts expressed in thousands)</i>	FY23 Actuals	FY24 Actuals	FY25 Actuals	FY26 Adopted	FY27 Proposed
<b>Tourism</b>	\$0	\$0	\$4,258	\$3,242	\$3,381
Total impressions and advertising reach	\$13.0M	\$13.0M	\$15.2M	\$15.0M	\$16.0M
Public relations stories generated	98	75	103	100	110
Sports tourism program economic impact	\$2.1M	\$1.4M	\$9.6M	\$1.5M	\$4.0M
Group hotel room nights generated	7,500	8,500	15,716	8,500	9,000

Note: FY23-FY24 Actuals reflect Tourism as a program in the Department of Parks & Recreation.