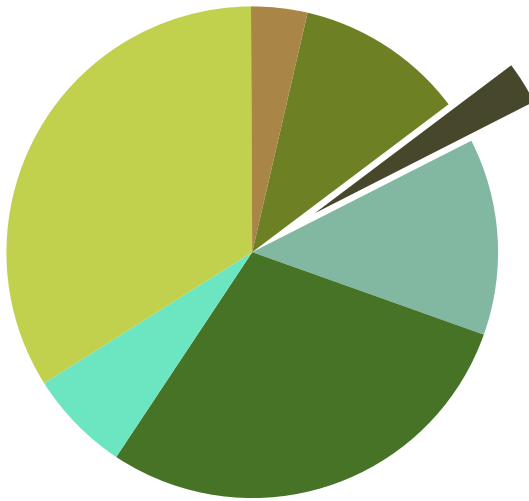


Economic Development

Mission Statement

The mission of the Department of Economic Development is to serve as the first point of contact for startup, relocating, and existing businesses in order to create an abundance of high paying jobs in targeted industry sectors for residents and grow the commercial tax base. The Department of Economic Development offers a wide variety of programs and services to help diversify the County's business base, foster a collaborative business intelligence environment, and build capacity of local entrepreneurs. The Department works with County colleagues and private, nonprofit, institutional, and public partners to attract new business real estate investment that is viable, regionally competitive, and in line with broader County goals and objectives.



Expenditure Budget:
\$4,177,747



2.8% of Community Development

Program:

- Investment Attraction: \$1,839,394
- Existing Business & Entrepreneurship: \$768,492
- Marketing, Communications & Research: \$1,430,456
- Redevelopment & Revitalization: \$139,405

Community Development Expenditure Budget:
\$161,878,286

Mandates

The Department of Economic Development does not provide a state or federal mandated service.

Economic Development



Expenditure and Revenue Summary

Expenditure by Program	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed	% Change Budget FY21/ Budget FY22
Investment Attraction	\$1,836,148	\$1,824,827	\$1,977,119	\$1,947,552	\$1,839,394	(5.55%)
Existing Business & Entrepreneurship	\$479,423	\$428,953	\$1,814,162	\$495,230	\$768,492	55.18%
Marketing, Communications & Research	\$712,991	\$678,554	\$741,696	\$1,409,512	\$1,430,456	1.49%
Redevelopment & Revitalization	\$0	\$0	\$0	\$188,413	\$139,405	(26.01%)
Total Expenditures	\$3,028,562	\$2,932,334	\$4,532,977	\$4,040,707	\$4,177,747	3.39%

Expenditure by Classification

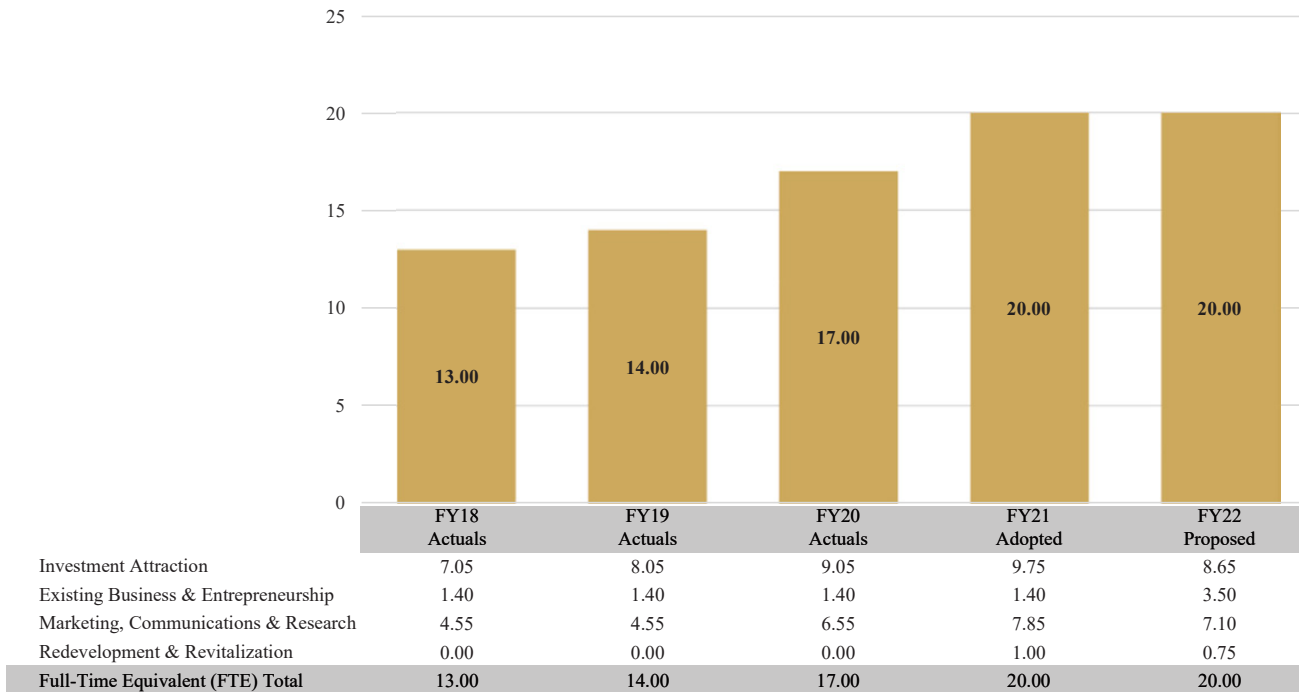
Salaries & Benefits	\$1,607,385	\$1,587,514	\$1,771,218	\$2,292,870	\$2,429,909	5.98%
Contractual Services	\$293,994	\$552,183	\$213,593	\$805,869	\$805,869	0.00%
Internal Services	\$85,788	\$82,197	\$214,376	\$63,208	\$63,208	0.00%
Purchase of Goods & Services	\$578,621	\$315,512	\$1,666,513	\$606,053	\$606,054	0.00%
Capital Outlay	\$0	\$0	\$0	\$1,000	\$1,000	0.00%
Leases & Rentals	\$275,275	\$288,568	\$267,277	\$271,707	\$271,707	0.00%
Payments to Other Local Agencies	\$187,500	\$106,360	\$400,000	\$0	\$0	-
Total Expenditures	\$3,028,562	\$2,932,334	\$4,532,977	\$4,040,707	\$4,177,747	3.39%

Funding Sources

Use of Money & Property	\$237,764	\$187,588	\$216,323	\$226,939	\$226,939	0.00%
Revenue from Other Localities	\$0	\$0	\$250,000	\$0	\$0	-
Miscellaneous Revenue	\$0	\$0	\$250,000	\$0	\$0	-
Revenue from Commonwealth	\$350,000	\$0	\$0	\$0	\$0	-
Transfers In	\$3,000,000	\$0	\$0	\$0	\$0	-
Total Designated Funding Sources	\$3,587,764	\$187,588	\$216,323	\$226,939	\$226,939	0.00%
Net General Tax Support	\$559,201	\$2,744,746	\$4,316,654	\$3,813,768	\$3,950,808	3.59%
Net General Tax Support	18.46%	93.60%	95.23%	94.38%	94.57%	



Staff History by Program



Future Outlook

Economic Recovery – Due to the Covid-19 pandemic, existing businesses of all sizes, and especially those in the retail, restaurant, and lodging industries, have continued to feel the impacts of operating in the new normal. Additionally, unemployment remains high as businesses have either laid off or furloughed workers. The Department of Economic Development (DED) deployed millions of dollars in grants funded by the Coronavirus Aid, Recovery, and Economic Security (CARES) Act to provide relief to small businesses, to assist businesses in making capital investments to improve resiliency, and to get job seekers back to work. DED will continue to focus on long-term economic recovery by providing support to existing businesses, encouraging new capital investment, and building capacity for entrepreneurial endeavors.

Existing Business Engagement & Expansions – Prince William County has a diverse and robust industry base that needs to be nurtured to create new jobs and capital investment. Through strategic engagement and outreach activities, DED will focus resources on growing and supporting targeted industry clusters by developing partnerships, expanding international trade opportunities, and providing marketing opportunities to promote existing businesses.

Economic Development

Small Business Capacity Building – The County’s economy is comprised of predominantly small- and mid-sized enterprises, with over 95% having 20 or fewer employees. DED will continue to build strategic partnerships to grow the ecosystem and expand the range of services offered to entrepreneurs and existing small businesses. Building capacity through various counseling, government contracting certifications, and exporting programs available for small businesses including veteran, minority, and women-owned businesses, will be key to their ability, survivability, and growth.

Accelerating Development in Eastern Prince William County – DED’s redevelopment and revitalization strategy will continue to focus on engaging the real estate development community to encourage new investment in integrated mixed-use developments on the eastern side of the County. Additionally, DED will identify prime land assemblage parcels by working with existing landowners that are interested in revitalizing their properties. Convening site selectors, brokers, media, and businesses for networking, informational events, and familiarization tours will raise the profile of the vast untapped opportunities in eastern PWC. DED will work with partner agencies to identify and evaluate strategic incentive programs to be considered for implementation.

New Business Investment – Attracting new business investment and jobs will focus on the following targeted sectors: Life Sciences, Information Communication Technology, Government Contracting and Specialized Logistics & Supply Chain. Business attraction efforts will be aided by enhanced marketing efforts, including a new web site, increased social media presence and a new marketing plan. The Department will work with partner agencies to develop policy proposals that address County challenges, such as: lack of mixed-use office product, shortage of land zoned for manufacturing, and lack of entrepreneurial density.

General Overview

- A. **Existing Business & Entrepreneurship Program** – During FY21, the department shifted existing resources to the Existing Business & Entrepreneurship program to focus on economic recovery and provide more support to existing businesses during the pandemic. The department also filled a Business Development Officer position that had been vacant since June 2019. These actions resulted in a program funding increase for FY22.

Economic Development

Program Summary

Investment Attraction

Increase awareness of PWC's advantages as a business location, identify and pursue target market opportunities, develop relationships with investors to build new product, and package prospect proposals resulting in the attraction of new and the expansion of existing businesses.

Key Measures	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Total amt. capital investment from new commercial real estate product developed	-	-	-	\$100M	\$75M
Total amt. of square footage from new commercial real estate product developed	-	-	-	300,000	300,000
New occupied space (sf) - leased, build-to-suit, owner occupied	-	-	-	100,000	100,000
Total amount of capital investment from new businesses	-	-	-	\$200M	\$500M
County at-place employment	128,354	130,941	130,941	134,000	134,000
Total number of companies moving to PWC	18	23	25	25	20
Total number of new jobs created	112	197	33	300	300

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Investment Attraction Marketing	\$1,832	\$1,813	\$1,977	\$1,948	\$1,839
# of active qualified prospects	-	-	-	75	75
Close rate on active qualified leads generated to companies' announcements	-	-	-	20	20
# of leads generated	191	169	75	300	300

Existing Business & Entrepreneurship

The Existing Business & Entrepreneurship program retains existing businesses, identifies and secures company expansion projects, and acts as a strategic advisor to company executives, assisting them to expand their operations in the County. Additionally, a main focus of the existing business program is to engage companies to promote their successes and provide opportunities for earned media. The small business and entrepreneurship initiative supports targeted and established firms to grow by offering key resources, customized assistance, and capacity building to essentially grow the County's own from within.

Key Measures	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
# of existing business prospects which remained and/or expanded in PWC	13	12	NR	12	12
Total number of existing business jobs created and retained	-	-	NR	300	300

Economic Development

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Existing Business Outreach/Expansion	\$249	\$431	\$1,576	\$257	\$313
Total amount of capital investment from existing companies expanding	-	-	\$19M	\$50M	\$50M
Expanded occupied space (square feet) (leased, build-to-suit, owner occupied)	-	-	43,800	75,000	75,000
# of welcome emails sent to new businesses	-	-	30	1,000	250
# of existing business visits	-	55	46	50	25
# of times PWC companies were engaged in business engagement/expansion activity	-	4,108	4,105	3,500	2,000
Entrepreneurship Initiatives	\$231	\$0	\$238	\$238	\$456
# of small business workshop or webinar attendees	-	-	218	400	400
# of small business one-on-one meetings and data EM to client	-	-	226	250	250
Total number of small businesses started	-	-	-	20	20
Total # of jobs created/retained as a result of new small businesses started	-	-	-	400	200

Marketing, Communications & Research

The Marketing, Communications & Research program is responsible for raising the profile of PWC, generating new leads and interests, providing valuable content and data to targeted customers in order to implement the DED's marketing and communication strategy. Additionally, the program is responsible for providing economic intelligence to support the business attraction, expansion, and retention efforts of DED.

Key Measures	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Total number of marketing qualified lead (outbound digital marketing)	-	-	-	20	40
Total number of sales qualified leads (inbound contacts response)	-	-	-	5	7
Media coverage return on investment	-	-	250,000	250,000	250,000

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Business Location and Expansion Research	\$433	\$376	\$423	\$532	\$644
Customized research for clients	-	-	250	-	250
Provision of economic intelligence data	-	-	12	-	12
Web Site Marketing and Outreach, Public Relations and Special Events	\$283	\$312	\$319	\$878	\$787
Media coverage return on investments	-	-	-	250,000	250,000
Number of E-Mail Subscribers	-	-	-	5,000	10,000
Website Traffic	-	-	25,000	25,000	25,000
Total Social Media Impressions	-	-	-	175,000	175,000

Economic Development

Redevelopment & Revitalization

The Redevelopment & Revitalization program is focused on catalyzing development in targeted areas in eastern PWC. Marketing and promoting targeted areas will be key to attract the ideal mix of product types and tenants to support investment in these sites. Utilizing federal and state resources and initiatives such as the new Federal Opportunity Zone, Hub Zones, and New Market Tax Credit programs and use of Public-Private Partnerships will help accelerate development and create viable opportunities. Focus will consist of creating product to attract the workforce of tomorrow in walkable, mixed-use dense communities to attract targeted industries such as Information Technology (IT) companies and government contractors, thus adding more well-paying jobs to the employment base.

Key Measures	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Number of property owners engaged about redevelopment	-	-	-	20	15

Program Activities & Workload Measures (Dollar amounts expressed in thousands)	FY18 Actuals	FY19 Actuals	FY20 Actuals	FY21 Adopted	FY22 Proposed
Redevelopment & Revitalization	\$0	\$0	\$0	\$188	\$139
# of contacts made due to outreach, trade show or events attended	-	-	-	25	25
Total amount of square footage from new commercial real estate product developed	-	-	-	20,000	-
# of firms introduced to OZ or redevelopment opportunities	-	-	-	5	20
# meetings/briefings private sector prospects interested in OZ/redevelopment opp	-	-	-	5	20