

ASSET FORFEITURE FUND

The Asset Forfeiture Fund, established in June 2000, is a Governmental special revenue fund. This fund is used to account for the receipt and disbursement of funds received from the forfeiture of assets from drug enforcement activities. Any property seized would be auctioned. Based on state guidance these funds are distributed to the Commonwealth's Attorney and Sheriff's Office. The funds could also be currency seized. The expenditures are restricted to the purchase of equipment or other uses that will aid in drug enforcement activities.

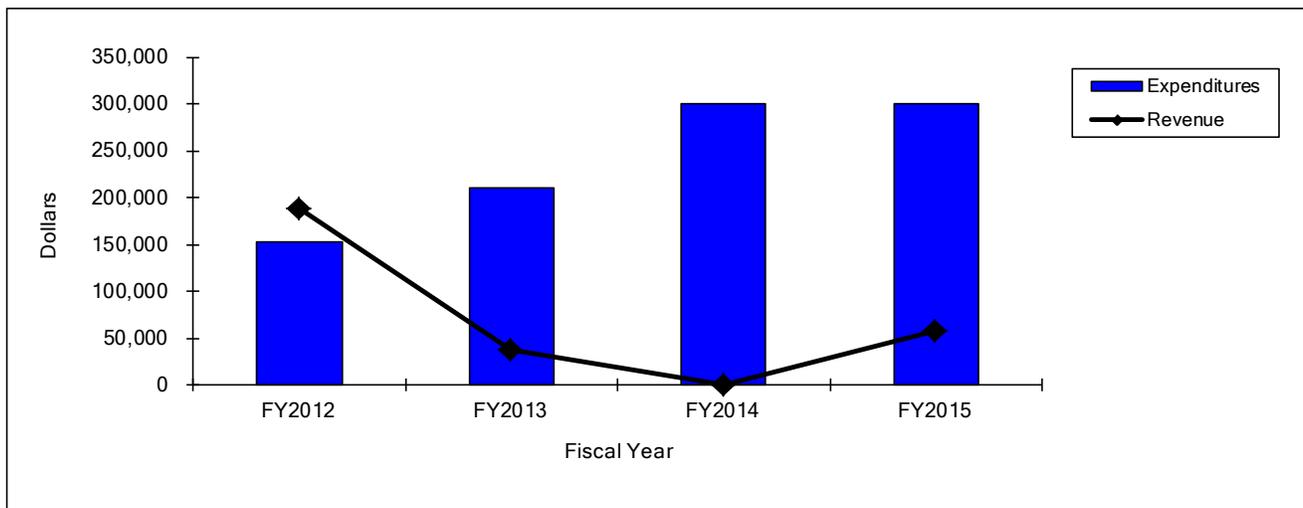


ASSET FORFEITURE FUND

Pursuant to state and federal laws, the Stafford Sheriff's Office participates in forfeited asset sharing programs administered by the U.S. Department of Justice and the Virginia Department of Criminal Justice Services. Federal and state law authorizes the civil seizure and forfeiture of assets derived from illegal activities such as narcotics trafficking and violations of alcoholic beverage laws. Forfeited assets and funds are maintained by the County Treasurer and are administered by the Sheriff's Office for law enforcement use.

BUDGET SUMMARY

	FY2012 Actual	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Change '14 to '15	
Costs						
Operating	\$145,551	\$193,804	\$300,000	\$300,000	\$0	0.00%
Capital	7,511	16,361	0	0	0	0.00%
Total	153,062	210,165	300,000	300,000	0	0.00%
Revenue	187,765	37,252	0	57,891	57,891	100.00%
Inc/(Dec) to Fund Balance	(\$34,703)	\$172,913	\$300,000	\$242,109	(\$57,891)	-19.30%



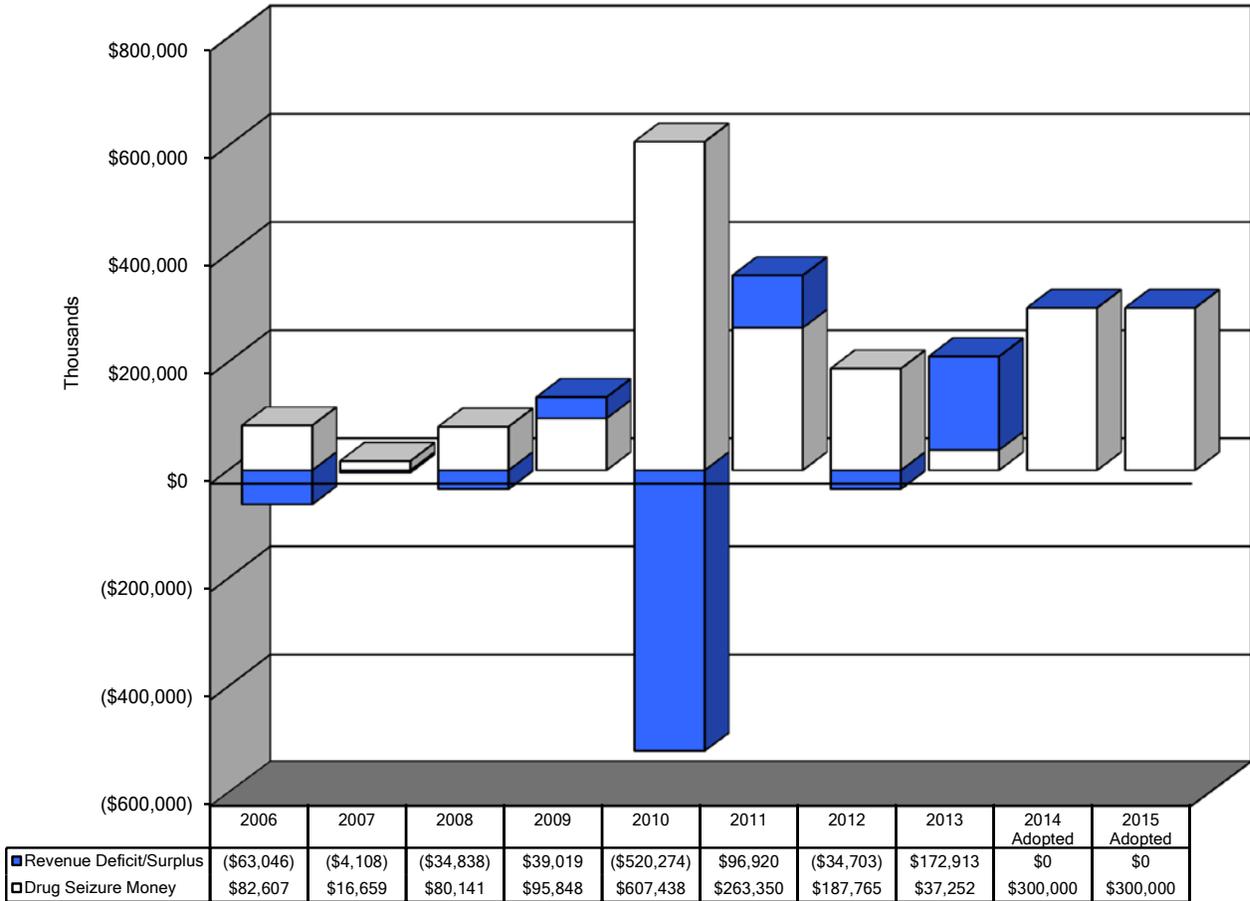
GOALS/OBJECTIVES

- To aggressively pursue and enforce violations of local, state and federal drug laws
- To actively participate in all available equitable sharing programs



ASSET FORFEITURE FUNDING ANALYSIS

This graph and schedule show that the Asset Forfeiture Fund is solely supported by Drug Seizure revenue. Any revenue that is left at the end of a Fiscal Year would be reserved in Fund Balance and appropriated as needed in subsequent years. A portion of this revenue is used by the Sheriff's Department and Commonwealth's Attorney.



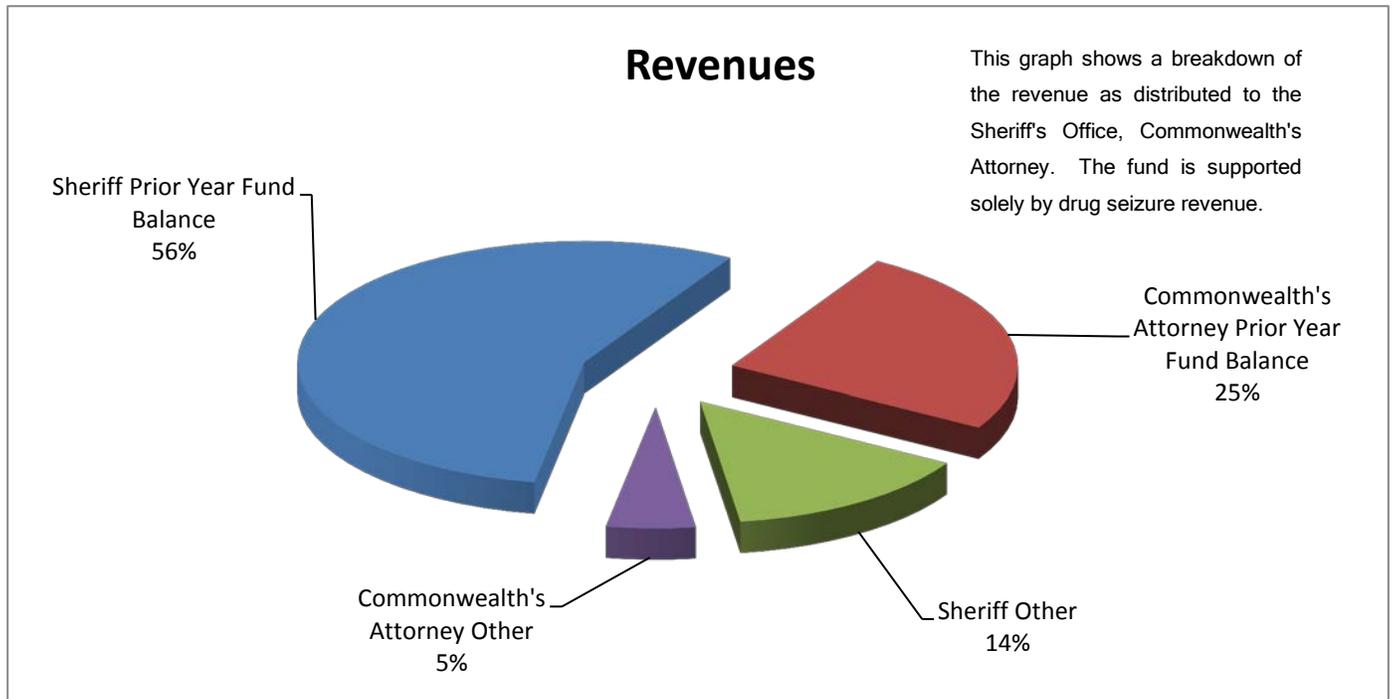
	2006	2007	2008	2009	2010	2011	2012	2013	2014 Adopted	2015 Adopted
Revenue Deficit/Surplus	-322%	-33%	-77%	29%	-597%	27%	-23%	82%	0%	0%
Drug Seizure Money	422%	133%	177%	71%	697%	73%	123%	18%	100%	100%

The Fiscal Year '06, '07, '08, '10 and '12 negative Costs represent revenues exceeding actual expenditures. This revenue is held in fund balance and appropriated as needed in subsequent years.



ASSET FORFEITURE FUND REVENUES

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Sheriff Prior Year Fund Balance	\$0	\$210,000	\$167,161	(\$42,839)	-20.40%
Commonwealth's Attorney Prior Year Fund Balance	0	90,000	74,948	(15,052)	-16.72%
Sheriff Other	26,520	0	42,839	42,839	0.00%
Commonwealth's Attorney Other	9,448	0	15,052	15,052	0.00%
Seizures under \$500	1,284	0	0	0	0.00%
Total	\$37,252	\$300,000	\$300,000	\$0	0.00%



FUND BALANCE

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Fund Balance, Beginning of Year	\$715,022	\$542,109	\$242,109	(\$300,000)	-55%
Revenues	37,252	0	57,891	57,891	0%
Expenditures	(210,165)	(300,000)	(300,000)	0	0%
Fund Balance, End of Year	\$542,109	\$242,109	\$0	(\$242,109)	-100%

Expenditures in this fund generally rely on revenues from prior years due to the somewhat unpredictable nature of this funding source. This delay in the use of the revenues can result in a change to fund balance of more than 10%.

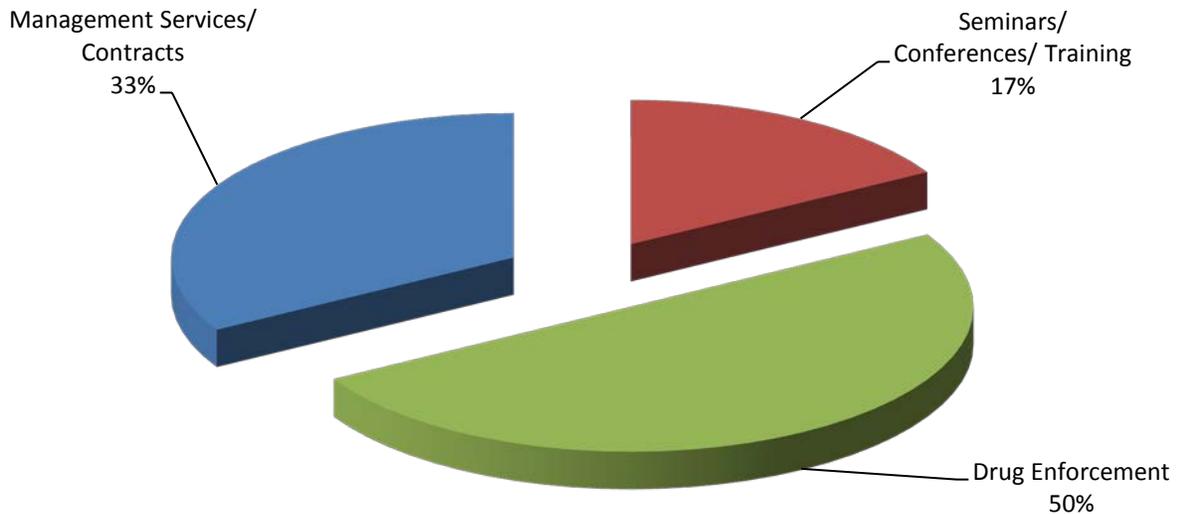


ASSET FORFEITURE FUND EXPENDITURES

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Operating	\$24,657	\$0	\$0	\$0	0.00%
Management Services/ Contracts	95,833	100,000	100,000	0	0.00%
Seminars/ Conferences/ Training	33,314	50,000	50,000	0	0.00%
Drug Enforcement	40,000	150,000	150,000	0	0.00%
Equipment	16,361	0	0	0	0.00%
Total	\$210,165	\$300,000	\$300,000	\$0	0.00%

Expenditures

This pie chart shows the different expenditure categories and the percentage of each category. The largest spending is projected to be in Drug Enforcement at 50% (\$150,000).







CAPITAL IMPROVEMENTS FUND

The Capital Improvements Fund accounts for capital expenditures of the County, especially those funded with debt proceeds. All proceeds from borrowing for County and School construction are accounted for here.

Stafford County voters approved a bond referendum in November 2008 authorizing the issuance of general obligation bonds in the amount of \$70 million to fund road improvements in Stafford County. In November 2009, voters approved the issuance of \$29 million for improvements to parks. Committees have been formed to determine the timing of these projects.

School construction is financed through participation in the semi-annual Virginia Public School Authority pooled bond program. The money gained from borrowings for School construction is recorded in the Capital Improvements Fund and transferred directly to the School Construction fund as it is received.

Borrowings for debt-funded expenditures for capital construction or equipment acquisition for County government purposes are accounted for here as well. The proceeds are recorded in the Capital Improvements fund, as well as the expenditures for equipment and the progress payments on construction projects. This allows for an accurate accounting of balances remaining on borrowed money.

The County acquires funding for certain capital items using a master lease agreement. The agreement was secured using a competitive bid process, and permits borrowing up to the agreed upon amount, and defines the index upon which the rate will be determined at the time of the borrowing.



CAPITAL IMPROVEMENTS FUND

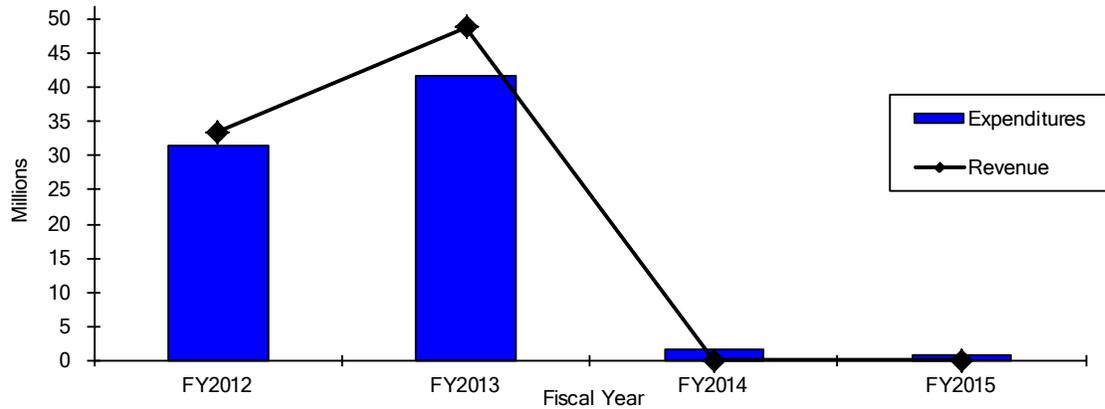
Michael Smith
 Director
 540-658-5125
 msmith@staffordcountyva.gov

The General Capital Projects Fund shall provide funding for the acquisition, design and construction of major County office buildings and facilities, and funding of fleet replacement.

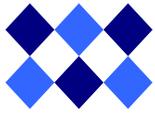
BUDGET SUMMARY

	FY2012 Actual	FY2013 Actual	Adopted Budget	Adopted Budget	Change '14 to '15	
Costs						
Personnel	\$111,158	\$508,559	\$719,230	\$723,910	\$4,680	0.65%
Operating	526,092	1,390,168	13,333	13,410	77	0.58%
Capital	30,773,944	39,873,912	1,000,000	0	(1,000,000)	0.00%
Total ⁽¹⁾	31,411,194	41,772,639	1,732,563	737,320	(995,243)	-57.44%
Revenue	33,494,450	48,727,241	20,000	20,000	0	0.00%
Inc/(Dec) to Fund Balance	\$2,083,256	\$6,954,602	(\$1,712,563)	(\$717,320)	\$995,243	0.00%

Funded Positions						
Full-Time Positions	2	3	3	3	0	0.00%



⁽¹⁾Funds are budgeted and appropriated when projects and the funding sources are approved.



CAPITAL IMPROVEMENTS FUND

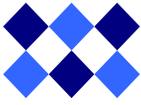
Funds for capital projects will be budgeted and appropriated as they are approved by the Board .

Revenues	FY2013	FY2014	Adopted Budget	FY2015	Changes '14 to '15
	Actual	Adopted Budget		Adopted Budget	
VPSA Bonds	27,768,180	0	0	0	0%
Bond Proceeds	18,182,215	0	0	0	0%
Interest	8,017	20,000	20,000	0	0%
Transfer from the General Fund	2,768,829	1,000,000	0	(1,000,000)	(100)%
Total Revenues	48,727,241	1,020,000	20,000	(1,000,000)	(98)%
Use of Prior Year Fund Balance	(6,954,602)	712,563	717,320	4,757	1%
Expenditures					
School Construction	33,922,434	0	0	0	0%
Land	1,171	1,000,000	0	(1,000,000)	(100)%
Other	42,285	0	0	0	0%
Parks Projects	42,701	13,333	13,410	77	1%
Rescue Building Renovations	1,307,776	0	0	0	0%
Fire and Rescue	2,422,476	0	0	0	0%
Permits Center	331,483	0	0	0	0%
Remodel for Judge	223,960	0	0	0	0%
Demolition Old Jail	9,272	0	0	0	0%
Indoor Recreation Facility	257,736	0	0	0	0%
Rectangular Field Complex	1,310,058	0	0	0	0%
Curtis Park Pool	128,861	0	0	0	0%
Duff McDuff Green Park	37,771	0	0	0	0%
Smith Lake Park Parking Lot	556,259	0	0	0	0%
Woodstream Trail to Smith Lake	7,940	0	0	0	0%
Chichester Park	661,897	0	0	0	0%
Personnel	508,559	719,230	723,910	4,680	1%
Total	41,772,639	1,732,563	737,320	(995,243)	(57)%

FUND BALANCE

Fund Balance, Beginning of Year	FY2013	FY2014	Adopted Budget	FY2015	Changes '14 to '15
	Actual	Adopted Budget		Adopted Budget	
Fund Balance, Beginning of Year	\$11,029,269	\$17,983,871	\$17,271,308	(\$712,563)	(4)%
Revenues	48,727,241	1,020,000	20,000	(1,000,000)	(98)%
Expenditures	(41,772,639)	(1,732,563)	(737,320)	995,243	(57)%
Fund Balance, End of Year	\$17,983,871	\$17,271,308	\$16,553,988	(\$717,320)	(4)%





FLEET SERVICES FUND

The Fleet Services Fund, a proprietary Internal Service Fund, accounts for the financing of transportation services, provided by the Fleet Services, to other departments of the County on a cost recovery basis.

The Fleet Services Fund is designed to finance fleet management for the County and the School Board. All repair, maintenance and inspection of County vehicles are performed at a centralized location and their costs are allocated to the user departments. Additionally, the Fleet Services Fund is involved in the procurement of equipment and vehicles, as well as the disposal of all surplus equipment and vehicles.



FLEET SERVICES

Provide quality Fleet Management Services effectively and efficiently while assuring superior customer service.

Fleet Services provides centralized fleet management for county and school vehicles to control regular maintenance, ensure efficient and economical repairs, prevent vehicle abuse and maintain a parts inventory. All employees are School Board employees and are not reflected in the County's classification plan.

THINKING EFFICIENTLY:

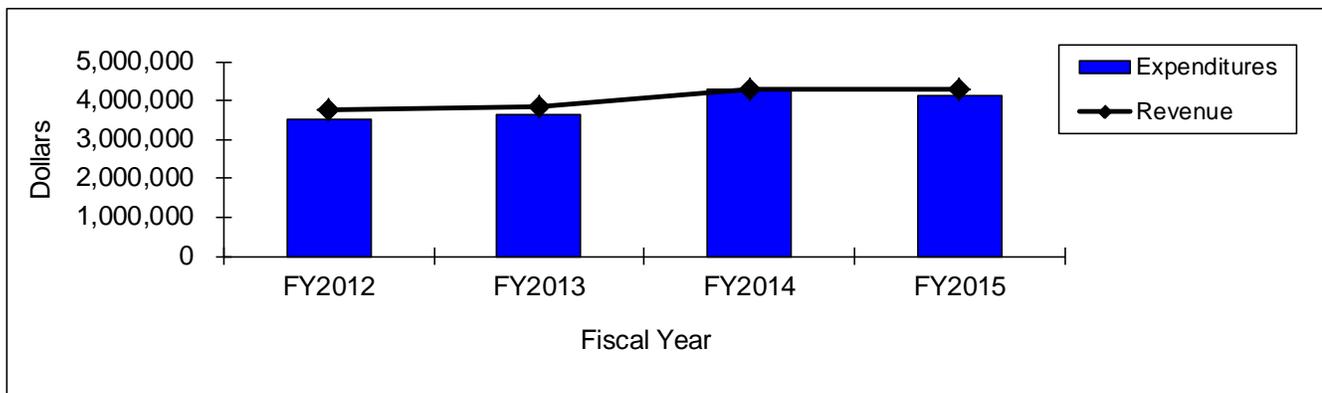
- Installed new lifts to ensure employee safety and to increase efficiency.
- Monitor fuel usage/costs daily and notify our customers of any notable trends that would result in savings.
- Perform preventive maintenance is performed on all vehicles to insure they are running efficiently which prevents higher repair costs at a later date.
- Monitor fuel efficiency and explore the use of additional hybrid or other alternative fuel vehicles.
- Serve as a qualified warranty repair facility.
- Partner with Spotsylvania County on training for technicians and on our fleet maintenance system.
- Joined the Virginia Users Group for our Fleet Maintenance System to reduce training costs.
- Encourage our technicians to receive continued training and certifications.
- Continually review our equipment and technology to allow us to perform more in-house repair.



FLEET SERVICES

BUDGET SUMMARY

	FY2012 Actual	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Change '14 to '15	
Costs						
Personnel	\$1,754,152	\$1,811,693	\$1,899,812	\$1,970,005	\$70,193	3.69%
Operating	1,772,133	1,500,412	2,169,122	2,057,967	(111,155)	-5.12%
Capital	0	311,949	214,669	79,000	(135,669)	-63.20%
Total	3,526,285	3,624,054	4,283,603	4,106,972	(176,631)	-4.12%
Revenue	3,765,074	3,824,141	4,283,603	4,283,603	0	0.00%
Inc/(Dec) to Net Assets	\$238,789	\$200,087	\$0	(\$176,631)	(\$176,631)	0.00%

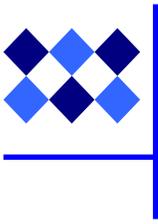


CORE SERVICES

- Provide repair and maintenance for all County and School vehicles
- Order, track, and receive all new and used vehicles for all departments
- Monitor fuel cost, usage and efficiency
- Work with our customers developing reports to assist them in their decision making

GOALS/OBJECTIVES

- Review outsourced work for opportunities to increase control over the quality of work
- Review current parts vendors and survey market of parts vendors to identify sources for best prices and implement recommended changes
- Identify any possible opportunities to bring outsources repairs and maintenance in house and reduce costs
- Determine operational changes necessary to achieve a one-day improvement in the average turnaround time for monthly vehicle inspections
- Continue with Phase II of the scanning conversion by bar coding parts and stock in accordance with the inventory sheets
- Add additional camera's and lighting at the fuel island for added security after hours



FLEET SERVICES

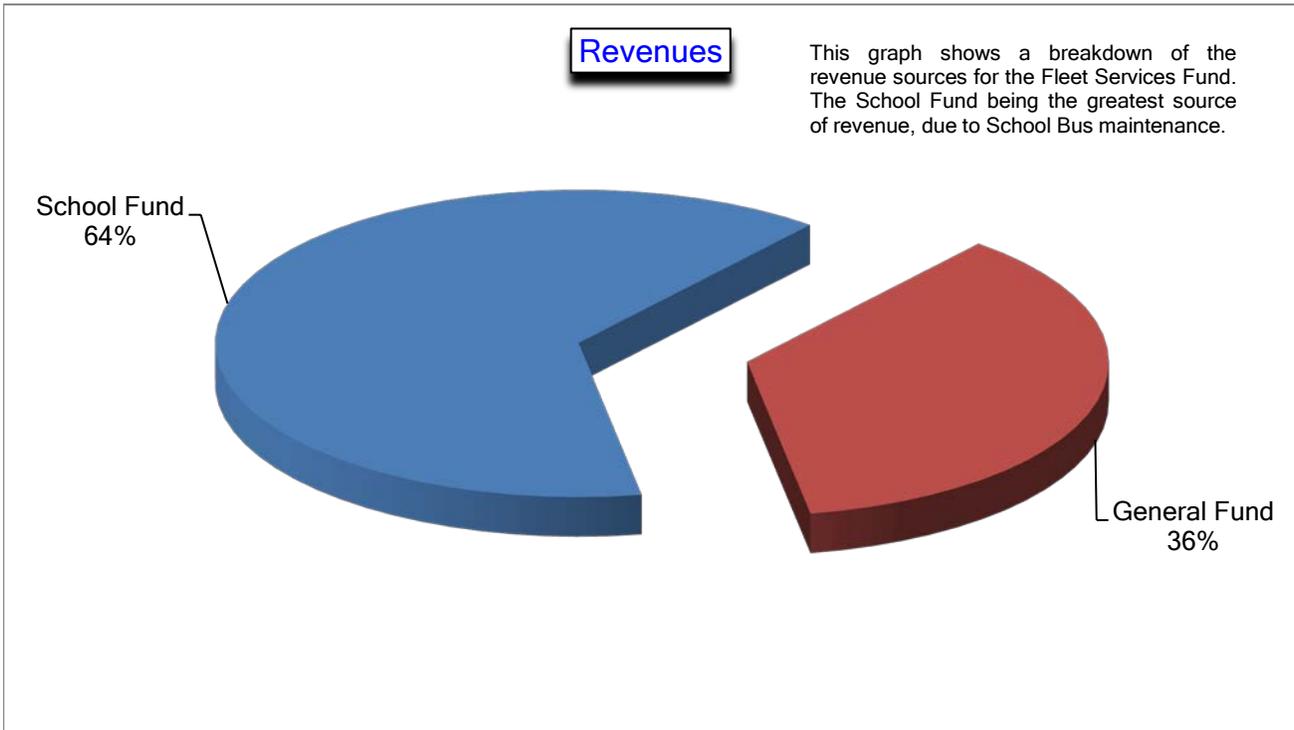
ACCOMPLISHMENTS

- Reviewed outsourced labor, increasing quality control and costs
- Completed redesign of entrance foyer to increase energy efficient and security
- Worked with software vendor to complete conversion of bar coding system in the parts department
- Increased proficiency in the reporting and information aspects of FASTER fleet management system
- Improved down time on School bus major repairs by improving outsource relationships with vendors
- Outsourced seat repairs which have allowed our techs to perform more effectively to improve down time for school buses
- Stressed the importance of continued ASE training and recertification's which encourages full participation
- Incorporated daily fuel downloads into our Faster Fleet Management Software for all County and School Vehicles ensuring real time tracking for preventive maintenance needs
- Monitored daily fuel usage and expense for all School and county departments
- Provided training to other departments within the county and Schools to share information and provide a better use of our Fleet Management System (Faster)
- Continuously monitored and adjusted employees schedule to maintain shop floor coverage for a 12-hour operation
- Relocated our Customer service advisor from the shop area to the front lobby in order to better serve our customers and provide a safe and professional atmosphere
- Completed Phase I of the Pars Department scanning conversion for more efficient operation
- Installed security cameras in shop and office area
- Reolcated Fuel Pump Island for easier access for County and School vehicles after hours
- Worked with departments to identify underutilized vehicles and equipment in an effort to enhance replacement.



FLEET SERVICES FUND REVENUES

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
School Fund	\$2,774,058	\$2,738,808	\$2,619,079	(\$119,729)	-4.37%
General Fund	776,781	1,544,795	1,487,893	(56,902)	-3.68%
Utilities Fund	212,439	0	0	0	0.00%
Miscellaneous	60,863	0	0	0	0.00%
Total	\$3,824,141	\$4,283,603	\$4,106,972	(\$176,631)	-4.12%



FUND BALANCE

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Beginning of Year Net Assets	\$2,528,325	\$2,728,412	\$2,728,412	\$0	0%
End of Year Net Assets	\$2,728,412	\$2,728,412	\$2,728,412	\$0	0%

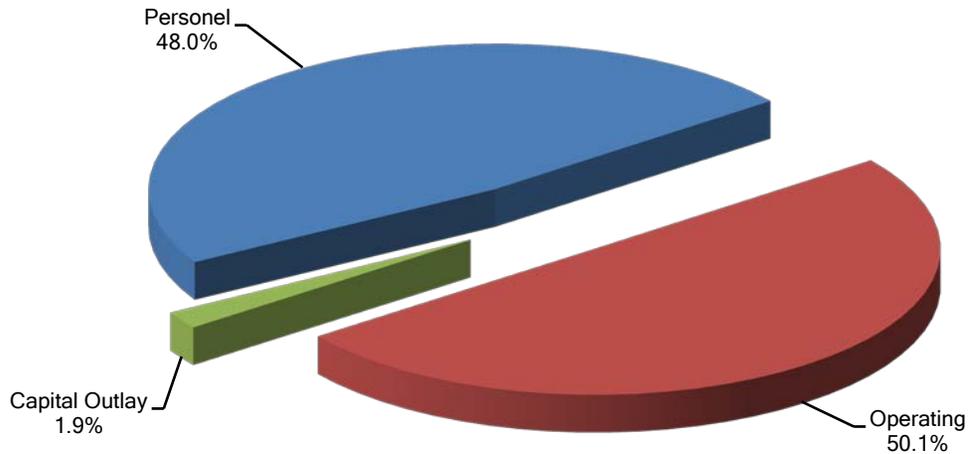


FLEET SERVICES FUND EXPENDITURES

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Personel	\$1,811,693	\$1,899,812	\$1,970,005	\$70,193	3.69%
Operating	1,500,412	2,169,122	2,057,967	(111,155)	-5.12%
Capital Outlay	311,949	214,669	79,000	14,700	6.85%
Total	\$3,624,054	\$4,283,603	\$4,106,972	(\$176,631)	-4.12%

Expenditures

This pie chart shows the different expenditure categories and the percentage of each category.





HIDDEN LAKE SPECIAL REVENUE FUND

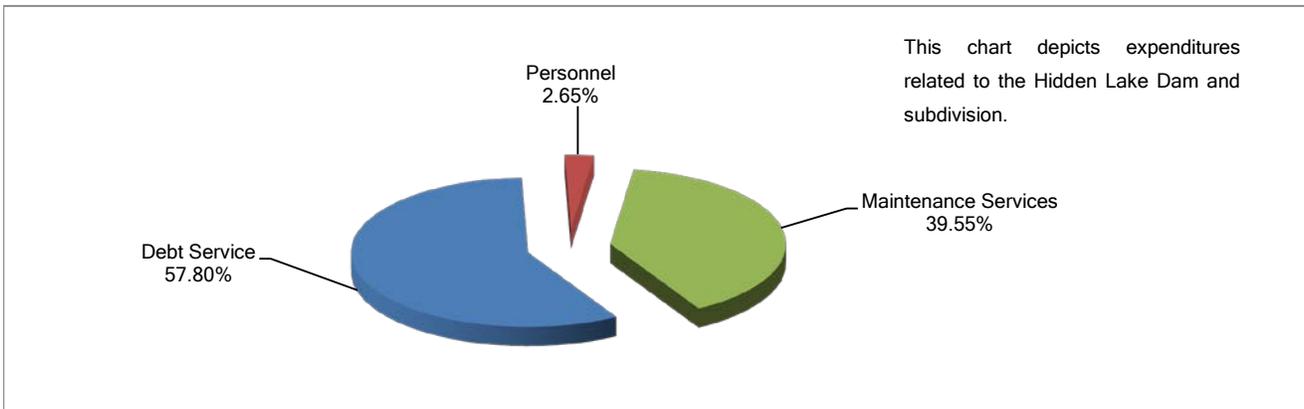
The Hidden Lake Subdivision Service District Special Revenue Fund accounts for ad valorem tax receipts from property owners in the Hidden Lake Subdivision to pay debt service and costs for maintenance of the dam and subdivision roads.



HIDDEN LAKE SPECIAL REVENUE FUND

The following schedule shows the budget for the Hidden Lake Service District Special Revenue Fund. The equalized 2014 tax rate is \$0.4251.

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Revenues					
Real Property Tax - Special Assessment	\$ 108,539	\$ 105,400	\$ 105,400	\$ -	0%
Interest	132	49	49	-	0%
Total	\$ 108,671	\$ 105,449	\$ 105,449	\$ -	0%
Use of Prior Year Fund Balance					
	-	-	-	-	0%
Expenditures					
Debt Service	\$ 63,061	\$ 63,062	\$ 60,946	\$ (2,116)	(3.36)%
Personnel	5,303	7,060	2,790	(4,270)	(60.48)%
Maintenance Services	22,841	22,500	41,713	19,213	85.39%
Total	\$ 91,205	\$ 92,622	\$ 105,449	\$ 12,827	13.85%



FUND BALANCE

	FY2013 Actual	Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Fund Balance, Beginning of Year	\$96,425	\$113,891	\$126,718	\$12,827	11%
Revenues	108,671	105,449	105,449	0	0%
Expenditures	(91,205)	(92,622)	(105,449)	(12,827)	14%
Fund Balance, End of Year	\$113,891	\$126,718	\$126,718	\$0	0%



ROAD IMPACT FEE FUNDS

The County has the following special revenue funds to be used for road improvements:

[Road Impact Fee - West Fund \(Repealed by Ordinance O13-15 on May 21, 2013\)](#)

Accounts for impact fee receipts from new development in a designated service area in the western portion of the County. Disbursements from this fund are for road improvements attributable to the new development.

FY2013 Revenues:	\$ 262,447
FY2013 Expenditures (Poplar Road):	176,986
Fund Balance 6/30/13:	\$ 2,689,372

[Transportation Impact Fee - County-wide Fund \(Adopted by Ordinance O13-15 on May 21, 2013\)](#)

Accounts for impact fee receipts effective May 21, 2014 from new development of all land contained in the designated impact fee service area in Stafford County to generate revenue to fund or recover the costs of reasonable road improvements benefitting new development.

FY2013 Revenues:	\$ 0
FY2013 Expenditures:	0
Fund Balance 6/30/13:	\$ 0

[Road Impact Fee - South East Fund](#)

Accounts for impact fee receipts from new development in a designated service area in the southeastern portion of the County. Disbursements from this fund are for road improvements attributable to the new development.

FY2013 Revenues:	\$ 6,655
FY2013 Expenditures:	25,855
Fund Balance 6/30/13:	\$ 912,225

[Garrisonville Road Service District Fund \(Adopted by Ordinance O07-55 in July 17, 2007\)](#)

To fund road improvements within the District, primarily to Garrisonville Road, and any other transportation enhancements within the District. This fund accounts for ad valorem tax receipts from property owners in the district.

FY2013 Revenues:	\$ 6,031,216
FY2013 Expenditures:	987,305
Fund Balance 6/30/13:	\$ 8,046,879
2014 tax rate:	.087

[Warrenton Road Service District Fund \(Adopted by Ordinance O07-56 in July 17, 2007\)](#)

To fund road improvements within the District, primarily to Warrenton Road, and any other transportation enhancements within the District. This fund accounts for ad valorem tax receipts from property owners in the District.

FY2013 Revenues:	\$ 29,026
FY2013 Expenditures:	5,025
Fund Balance 6/30/13:	\$ 2,808,131
2014 tax rate:	.00

The FY2015 budget includes expenditures in the Garrisonville Road District and Transportation Impact Fee.



GARRISONVILLE ROAD SERVICE DISTRICT FUND

The following schedule shows activity in the Garrisonville Road Service District Fund. The calendar year 2014 service district tax rate is 8.7 cents. (This is the equalized rate.)

Revenues	FY2013	FY2014	Adopted Budget	FY2015	
	Actual	Adopted Budget		Adopted Budget	Changes '14 to '15
Property Taxes	\$ 533,358	\$ 530,000	\$ 530,000	\$ -	0%
Interest	4,459	-	-	-	0%
General Obligation Bonds	5,942,887	-	-	-	0%
Total	\$ 6,480,704	\$ 530,000	\$ 530,000	\$ -	100%
Expenditures					
Debt Service	\$ 72,388	\$ 216,000	\$ 496,900	280,900	130%
Rt 610, Garrisonville Rd	914,917	-	-	-	0%
Total	\$ 987,305	\$ 216,000	\$ 496,900	\$ 280,900	130%

In November 2008, voters approved a referendum authorizing General Obligation (GO) debt for Garrisonville Road area road improvements. The project will be funded with bonds, service district taxes, and state revenue sharing. Series 2013 bonds were issued in June, 2013. On June 4, 2013, the Board approved resolution R13-176, authorizing a public-private partnership to complete this project. Funds were budgeted and appropriated in FY2013 for the entire project, with unspent funds to be re-appropriated into the next fiscal year until the project is complete.

Debt service on the GO bonds will be paid from service district revenue. Estimated tax revenue: \$530K; Average debt service: \$370k; Maximum debt service: \$497k. First year's (FY2014) debt service is for a partial year only.

FUND BALANCE

Fund Balance, Beginning of Year	FY2013	FY2014	Adopted Budget	FY2015	
	Actual	Adopted		Adopted Budget	Changes '14 to '15
Fund Balance, Beginning of Year	\$ 2,553,480	\$ 8,046,879	\$ 8,360,879	\$ 314,000	4%
Revenues	6,480,704	530,000	530,000	-	0%
Expenditures	(987,305)	(216,000)	(496,900)	(280,900)	130%
Fund Balance, End of Year	\$ 8,046,879	\$ 8,360,879	\$ 8,393,979	\$ 33,100	0.4%



TRANSPORTATION IMPACT FEE - COUNTY-WIDE FUND

Adopted ordinance O13-15 on May 21, 2013 authorizes a impact fee effective May 21, 2014 from new development of all land contained in the designated impact fee service area in Stafford County to generate revenue to fund or recover the costs of reasonable road improvements benefitting new development. The following schedule shows activity in Transportation Impact Fee.

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Revenues					
Road Impact Fees	\$ -	\$ -	\$ 60,000	\$ 60,000	100%
Total	\$ -	\$ -	\$ 60,000	\$ 60,000	100%
Expenditures					
Road Improvements	\$ -	\$ -	\$ 60,000	60,000	100%
Total	\$ -	\$ -	\$ 60,000	\$ 60,000	100%

FUND BALANCE

	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Changes '14 to '15	
Fund Balance, Beginning of Year	\$ -	\$ -	\$ -	\$ -	0%
Revenues	-	-	60,000	60,000	100%
Expenditures	-	-	(60,000)	(60,000)	100%
Fund Balance, End of Year	\$ -	\$ -	\$ -	\$ -	0%





The Tourism Fund, established as of July 2001, is a governmental special revenue fund. This fund is used to account for the receipt and disbursement of the transient occupancy tax. Prior to the establishment of this fund, these revenues were accounted for in the General Fund.

The Code of Virginia limits the transient occupancy tax to five percent, with any excess over two percent to be “dedicated and spent solely for tourism and travel.” In 2001, the County increased the transient occupancy tax rate from two percent to five percent, dedicating the additional revenues to tourism. This revenue source has allowed the County to employ a Tourism Manager to support the growing tourism industry in the County. The Tourism Fund supports the marketing and promotion of Stafford’s many tourism assets and programs. These assets include the arts, historic attractions, golf, wineries, parks and natural areas which all attract visitors to Stafford. The Tourism Fund is also allocated to tourism infrastructure improvements and to regional tourism, which provides for the area’s tourism marketing.

On December 13, 2005 the Board of Supervisors passed Resolution R05-472, which dedicates the entire transient occupancy tax to the Tourism Fund. This resolution directs that two percent of the tax is to be used by the Stafford Museum Board of Directors to develop a charter, raise funds, implement a museum operations plan, and oversee construction and opening of the museum until it becomes self-sufficient. Prior to that time, two percent of transient occupancy tax was used to support County General Fund operations.

Beginning in FY2009, in light of continuing declining revenues, the Board of Supervisors approved the transfer of two percent of the transient occupancy tax to the General Fund.



The mission of the Stafford County Tourism Program (administered within the Department of Economic Development and Tourism) is to promote overnight stays in the County hotels and visitation to Stafford's many historical, cultural, recreational and entertainment attractions.

THINKING EFFICIENTLY

Where have we partnered within the organization?

Each year, the Tourism Program partners with other County departments to provide information to market and support the County's tourist attractions and hospitality industry. The County departments the Tourism Program works with are:

- Department of Parks, Recreation and Community Facilities
- Department of Planning and Zoning
- Geographic Information System Office and Informational Technology
- Department of Public Works
- Sheriff's Office
- County Administration - Office of Citizen's Assistance and Public Information
- Economic Development Authority

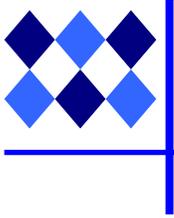
Where have we partnered with community organizations?

The Tourism Program works closely with the following organizations to market and support the County's tourist attractions and hospitality industry:

- Cultural Institutions and Historical Attractions such as Belmont, Ferry Farm, Chatham and others
- Hotels and Commercial Properties with Meeting Spaces
- Wineries
- Golf courses
- Fredericksburg Regional Tourism Partnership
- U.S. National Park Service
- Stafford Branch, NAACP
- Stafford Historical Society
- Marine Corps Base Quantico
- Riverside Theater
- Other community organizations and businesses as appropriate

Cost efficiencies:

- Coordinating a collaborative effort with hoteliers to promote tourism and overnight visitation by producing marketing materials that can be used county-wide.
- Upgrades to the Tourism website, including increasing content on website and E-news. We are more affordably reaching our market and promoting county tourism destinations.
- Because the new website will be content-management based, Tourism Program staff will begin providing assistance as requested to our tourism partners.

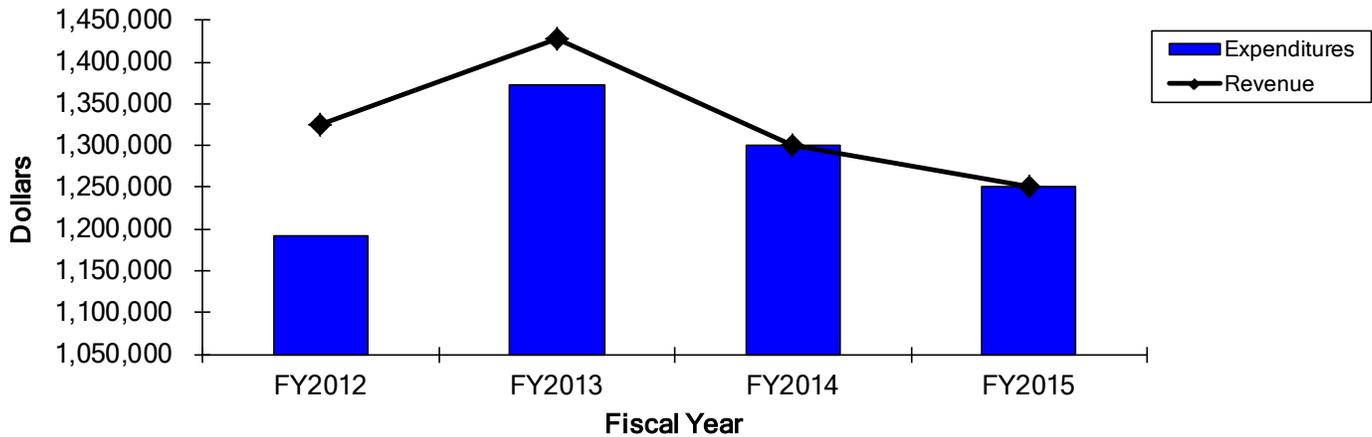


TOURISM FUND

BUDGET SUMMARY

	FY2012 Actual	FY2013 Actual	FY2014 Adopted Budget	Adopted Budget	FY2015 Change '14 to '15	
Costs						
Personnel ⁽¹⁾	\$160,631	\$187,107	\$192,250	\$173,660	(\$18,590)	-9.67%
Operating	522,101	590,655	607,750	576,340	(31,410)	-5.17%
Transfer to the General Fund	508,459	500,000	500,000	500,000	0	0.00%
Capital	0	94,562	0	0	0	0.00%
Total	1,191,191	1,372,324	1,300,000	1,250,000	(50,000)	-3.85%
Revenue	1,324,216	1,427,105	1,300,000	1,250,000	(50,000)	-3.85%
Inc/(Dec) to Fund Balance	(\$133,025)	(\$54,781)	\$0	\$0	\$0	100.00%

⁽¹⁾ A portion of the Deputy County Administrator/Director of Economic, Assistant Director of Economic Development, Economic Development Technician, Business Development Administrator, Economic Development Tourism Associate and the Marketing Manager are funded by the Tourism Fund.



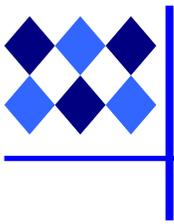
SIGNIFICANT BUDGET CHANGES

Personnel

- Decrease in VRS rate
- Funding adjustment of positions paid from Tourism

Operating

- Revenue adjustment based upon budget projections



CORE SERVICES

- Support initiatives that enhance the visitor experience in Stafford.
- Work closely with individual properties, develop and implement niche marketing campaigns identify demographic matches to target and match potential visitors and marketing strategies to our offerings.
- Assist tourism venues in the development of new offerings and facilitate the venues in collaborating to attract bigger market segment.
- Provide ongoing support to the regional tourism program, regional golf co-operative, wine and spirits trail to increase and lengthen hotel stays.
- Provide strong internet support for our tourism partnership to enable them to use Stafford Tourism, Virginia.org and Regional Tourism Website - Visit Fred as a primary marketing resource

DEPARTMENTAL GOALS/OBJECTIVES

- Increase lodging revenue by working with hotel properties and increasing knowledge of area attractions to lengthen hotel stays.
- Increase taxable hospitality-related sales in Stafford.
- Increase visitation to all Stafford attractions through marketing analysis, brochure design assistance and idea generation.

DEPARTMENTAL SERVICE LEVELS

	Calendar Year 2012	Calendar Year 2013	Calendar Year 2014
Outcomes			
Unique Visitors to www.TourStaffordVA.com	21,567	41,353	44,000
Electronic Media - Monthly ENews Subscribers	2,554	3,124	3,400
Social Media - Facebook Likes	542	825	975

DEPARTMENTAL ACCOMPLISHMENTS

- Supervised the planning, volunteer coordination and budgetary analysis for the 350th Anniversary program.
- Unveiled an updated comprehensive tourism brochure and distributed 20,000 copies to visitor's centers commonwealth wide.
- Completed Civil War Park brochure, revised African American History brochure and doubled the size of the comprehensive Stafford Visitor brochure.
- Double unique visitors to the Tourism website since 2012.



TOURISM FUND

Revenues	FY13	FY14	FY15	Changes	
	Actuals	Adopted Budget	Adopted Budget	'14 to '15	
3% Occupancy Tax	\$799,104	\$780,000	\$750,000	(\$30,000)	-3.8%
2% Occupancy Tax	532,766	520,000	500,000	(20,000)	-3.8%
Transfer from Capital Projects Fund	93,000	0	0	0	0.0%
Other Revenue	2,235	0	0	0	0.0%
Total	\$1,427,105	\$1,300,000	\$1,250,000	(\$50,000)	-3.8%

Expenditures	FY13	FY14	FY15	Changes	
	Actuals	Adopted Budget	Adopted Budget	'14 to '15	
Operating	\$480,128	\$566,630	\$535,220	(\$31,410)	-5.5%
Personnel	187,107	192,250	173,660	(18,590)	-9.7%
Transfer to General Fund	500,000	500,000	500,000	0	0.0%
Tourism Programs	47,120	41,120	41,120	0	0.0%
Civil War Park Site	1,562	0	0	0	0.0%
Virtual Museum	93,000	0	0	0	0.0%
Phase 1: Wayfinding *	63,407	0	0	0	0.0%
Total	\$1,372,324	\$1,300,000	\$1,250,000	(\$50,000)	-3.8%

FUND BALANCE

	FY13	FY14	FY15	Changes	
	Actuals	Adopted Budget	Adopted Budget	'14 to '15	
Fund Balance, Beginning of Year	\$858,707	\$913,488	\$913,488	\$0	0.0%
Revenues	1,427,105	1,300,000	1,250,000	(\$50,000)	-3.8%
Expenditures	(1,372,324)	(1,300,000)	(1,250,000)	(\$50,000)	3.8%
Fund Balance, End of Year	\$913,488	\$913,488	\$913,488	\$0	0.0%
Fund Balance Allocation:	\$913,488	\$913,488	\$913,488	\$0	0.0%
<u>Committed</u>					
Phase 2: Wayfinding *	\$296,722	\$400,000	\$400,000	\$0	0.0%
Phase 3: Wayfinding *	250,000	\$250,000	\$250,000		
Commitment/Encumbrances	48,517	108,707	108,707	\$0	0.0%
<u>Assigned</u>	\$318,249	\$154,781	\$154,781	\$0	0.0%
Fund balance, end of year	\$913,488	\$913,488	\$913,488	\$0	0.0%

* Phase 1: Gateway, Phase 2: Engineering Trailblazer, and Phase 3: Installation Trailblazer



TOURISM PARTNER AGENCIES

Agency Name	Mission
Gari Melchers Home & Studio, Belmont	Preserves and protects the home, garden and studio of the former residence of renowned American artist Gari Melchers and is the Stafford Visitor Center
Fredericksburg Regional Alliance	A public/private economic development organization, which represents the City of Fredericksburg and the Counties of Caroline, King George, Stafford and Spotsylvania. The Alliance is committed to maintaining and increasing the economic vitality of the entire Fredericksburg region
Stafford County Historical Society	To preserve and promote knowledge of Stafford County history



TOURISM PARTNER AGENCIES

This schedule presents a breakdown of tourism programs. The 3% Occupancy Tax, established in FY2001, that supports the Tourism Fund is now funding these programs. The Fredericksburg Regional Alliance is 10% supported by the Tourism Fund. The other 90% support comes from commercial business and is shown in the Partner Agencies section in the General Fund.

Program Name	FY2013	FY2014	FY2015		
	Actual	Adopted Budget	Adopted Budget	Changes '14 to '15	
Belmont	\$28,000	\$32,000	\$32,000	\$0	0%
Fredericksburg Regional Alliance	6,120	6,120	6,120	0	0%
Historical Society	3,000	3,000	3,000	0	0%
Bluemont Concert Series	10,000	0	0	0	0%
Total	\$47,120	\$41,120	\$41,120	\$0	0%

