

ECONOMIC & COMMUNITY DEVELOPMENT ACCT. 01-8102

The Town has been quite active in the past several years in placing financial support behind projects that have benefited the economic conditions and restored community pride in Rocky Mount. The Town mixes its rural/urban setting with a quiet country charm that is a draw for visitors to the region and encourages civic pride from its citizens and businesses.

The Rocky Mount Town Council acquired approximately 69 acres of land adjacent to the Franklin County/Rocky Mount Industrial Park in 2004. The tract, known as the Cox property, is prime industrial property that should be marketed aggressively, but held for industry and development that would provide the greatest return on the investment. The town's staff, along with our consulting engineers, have explored various funding sources to help in the site development (grading, road extensions, public utilities, rail siding, etc.) that would be useful to attract an industry to the site. The Tobacco Commission, the Virginia Department of Transportation, and Franklin County have agreed to share the cost of extending the road from the current industrial park into the Cox property. A bid has been awarded and construction is expected to begin in the spring of 2009.

The Department of Community Development is wrapping up the multiple-year Needmore housing rehabilitation project approved with DHCD block grant funds. A total of 36 single family owned or occupied homes are planned to be rehabilitated to Section 8 minimum standards to preserve the neighborhood and assist in providing affordable housing for low to moderate income residents. The department will soon begin overseeing the actual Uptown revitalization project which has been in the planning stages for two years. A Community Improvement Grant and TEA-21 Grant were approved to assist with this economic revitalization project which will tie into the similar downtown project completed six years ago.

The Town also partners with the Franklin County Board of Supervisors, Franklin County Chamber of Commerce, Retail Merchants Association and the Community Partnership for Revitalization to develop a business marketing and development plan to further promote business opportunities for commercial and retail sectors of the business community. The Town works with neighborhood groups to identify methods to revitalize deteriorating housing and infrastructure in order to encourage new growth in residential housing stock. The Town also coordinates with outside agencies to promote special events and attractions.

The Assistant Town Manager/Community Development Director heads the department. This position provides administrative and management support to the Town Manager, handles special projects as needed, manages the Town's Enterprise Zone, works with existing small businesses to encourage success and growth, recruits other small business commercial ventures and provides technical assistance to establish operations in Town, coordinates special events and cooperates with other agencies and groups for such community activities, manages grants that may be received by the Town, works with residents and community leaders to better develop neighborhoods and residential living, and generally promotes the Town using our website and business and residential promotion guides. A Secretary/Office Manager provides clerical support to the department staff and

serves as back-up help for telephone and walk-in customer assistance in the Town Manager's Office. She is presently responsible for scheduling reservations at Mary Elizabeth and Mary Bethune parks. The Planning & Zoning Administrator and GIS Technician/Code Inspector are also under the direction of the ATM/CDD and provide a high level of assistance in various aspects of economic development and growth planning and management.

Unanticipated expenses that occur during the year related to economic development are often charged to this account, making the account skewed and difficult to separate regular operations with major expenses. In economic development, Town Council has been flexible and responsive to various needs that have suddenly appeared to attract business or industry.

Budget Detail:

1001 - Wages - Full time - This item includes full salary for the Assistant Town Manager/Community Development Director and 50% of the salary for the Secretary/Office Manager.

3000 - Contractual Services - Costs for engineering and outside consulting needed for various economic development initiatives as needed during the year. The contribution to the Ferrum College Express (\$4,200) is here.

3600 - Advertising - Costs for advertisements in business and trade journals for business opportunities, and a marketing packet for commercial and industrial prospects.

5500 - Travel & Training - Expenses for staff to attend professional development seminars and conferences (Virginia Economic Development Association, Virginia Tech Continuing Education Services (economic development); Virginia Department of Housing and Community Development; Virginia Downtown Development Association, Virginia Local Government Management Association; Virginia Municipal League). Also, funds are provided this year for the Assistant Town Manager to attend the Virginia Tech Government Leadership program.

5650 - Dues and Professional Memberships - Annual membership dues for staff members include: Virginia Local Government Management Association, American Planning Association, Virginia Downtown Development Association, International City/County Management Association, and Virginia Municipal Clerks Association.

5900 – Special Events – Various contributions and sponsorships for special events include:

The Crooked Road	\$5,000
Footlights of the Blue Ridge (CPR)	\$3,500
Retail Merchants' Christmas Parade	\$2,500
Annual Bass Tournament Sponsor	\$2,500
Come Home...Franklin County Christmas (CPR)	\$1,000
Pigg River Ramble Sponsor	\$ 500
Historical Society Bus Sponsor-Moonshine Tour	\$ 300
Historical Society Bus Sponsor-Ghost Tour	\$ 300
Other Special Events	<u>\$ 900</u>
Total Special Events Contributions	\$16,500

5900 – Music Grants - To provide small grant awards to local in-Town restaurants and businesses to pay for musical entertainment to draw additional traffic into the Town limits.

7000 – Capital Outlay - \$7,500 is here for the BUD Commission to use for the garden spots.

7040 - Seasonal Decorations - For new and replacement banners for corridors and central business district, as needed.

7040 – Redevelopment of Blighted Structures – Funds to purchase and demolish blighted neighborhood buildings and then to build a viable structure to restore the economic integrity of the neighborhood.

New Needs/Requests:

- **Music Grants** - To provide small grant awards to local in-Town restaurants and businesses to pay for musical entertainment to draw additional traffic into the Town limits.
- **Redevelopment of Blighted Structures** - Funds to purchase and demolish blighted neighborhood buildings and then to build a viable structure to restore the economic integrity of the neighborhood.

**ECONOMIC & COMMUNITY
8102 DEVELOPMENT**

	FY 04 Actual	FY 05 Actual	FY 06 Actual	FY 07 Actual	FY 08 Actual	FY 09 Budget	FY 09 Estimated	FY 10 Proposed	Increase/ (Decrease)
1001 Wages - Full Time	54,706	59,232	60,065	48,674	66,842	73,093	76,433	76,433	3,340
1003 Wages - Overtime	0	0	0	4	0	0	0	0	0
1004 Wages - Contractual Services	81	0	0	0	0	0	0	0	0
2001 FICA	4,251	4,522	4,603	3,742	5,142	5,591	5,847	5,847	256
2002 Retirement/Life Insurance	9,700	10,301	11,272	7,315	353	12,865	13,452	13,452	587
2003 Deferred Comp Match	0	0	0	0	0	0	0	0	0
2005 Medical/Dental Insurance	6,003	6,837	6,887	5,641	13,289	14,971	9,928	8,954	(6,017)
2011 Workers Compensation Insurance	74	131	114	114	87	110	99	116	6
3000 Contractual Services	34,688	25,840	41,435	80,477	21,090	90,000	84,000	51,500	(38,500)
3300 Repairs & Maintenance	282	1,265	272	415	250	0	0	0	0
3600 Advertising	1,712	2,839	1,733	4,297	5,531	2,000	1,763	1,000	(1,000)
3700 Printing & Binding	316	81	140	789	2,504	750	2,700	750	0
3800 Postal & Delivery Services	2,057	1,578	379	1,222	614	750	1,200	750	0
4400 Permits, Licenses and Fees	0	0	0	0	0	0	0	0	0
5155 Motor Fuel	219	225	292	165	492	500	288	320	(180)
5157 Motor Vehicle Expenses	168	555	286	25	109	500	182	300	(200)
5200 Communications	3,201	3,249	2,755	2,174	1,695	2,500	1,835	1,950	(550)
5500 Travel & Training	3,042	2,456	2,815	3,084	1,876	4,000	2,268	7,500	3,500
5502 Stipends	0	0	0	0	0	0	0	0	0
5650 Dues & Professional Memberships	1,374	938	1,323	696	895	1,500	2,062	1,000	(500)
5700 Books & Subscriptions	692	627	1,165	607	612	900	341	350	(550)
5800 Miscellaneous	7,615	420	94	5,235	2,412	0	0	0	0
5900 Special Events / Promotions	0	0	0	6,220	14,050	19,000	16,300	16,500	(2,500)
Music Grants	0	0	0	0	0	0	0	0	0
6001 Office Supplies	3,046	2,909	1,678	1,802	2,866	1,800	2,786	2,100	300
6003 Agricultural Supplies	588	0	0	0	0	0	0	0	0
6019 Materials & Supplies	0	0	0	563	330	0	0	0	0
7000 Capital Outlays	0	0	20,341	8,951	890	7,500	7,500	7,500	0
7002 Furniture & Fixtures	0	0	0	2,964	1,137	1,000	2,300	0	(1,000)
7003 Data Processing Equipment	1,342	593	983	7,701	690	2,000	380	0	(2,000)
7004 Machinery & Equipment	150	0	0	0	1,162	0	0	0	0
7040 Seasonal Decorations	4,556	1,448	2,631	1,008	4,775	3,000	0	0	(3,000)
Redevelopment of Blighted Structures	0	0	0	0	0	0	0	0	0
Rental of Buildings	21	0	0	0	0	0	0	0	0
TOTAL	139,896	126,045	161,265	193,883	149,692	244,330	231,664	211,322	(33,008)

-13.51%