

Mission

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.



The Ford T. Humphrey Public Safety Building was named in honor of Deputy Sheriff Ford T. Humphrey who was killed in the line of duty in 1980.

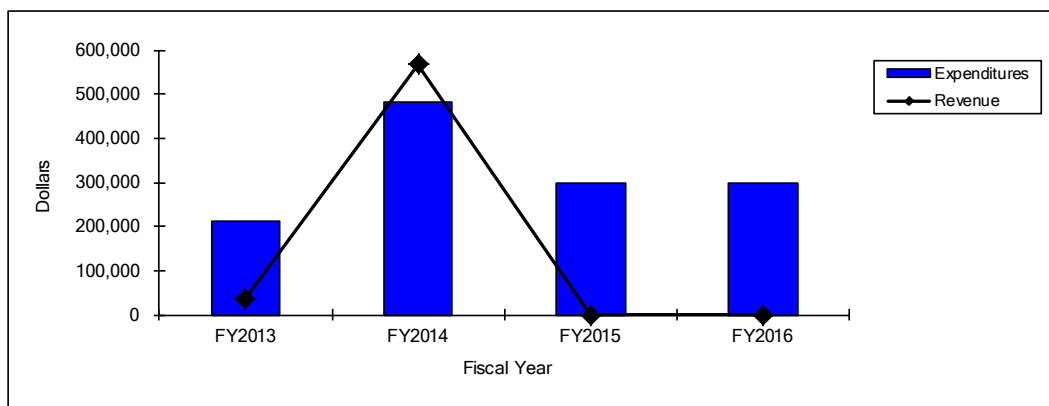
Who Are We?

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. After property is seized the circuit court decides whether the property is related to drug activity and will be forfeited to the locality. If the property is forfeited, The Department of Criminal Justice Services divides the funds between the Sheriff's office, the Commonwealth's Attorney's office and DCJS. The forfeited assets can be used for only specified law enforcement purposes as set forth in the Guide to Equitable Sharing and cannot supplant the agency's budgetary costs. Typical approved uses include enforcement efforts, equipment, public awareness, and training and victim services.

Budget Summary

	FY2013 Actual	FY2014 Actual	FY2015 Adopted Budget	Adopted Budget	FY2016 Change '15 to '16	
Costs						
Operating	\$193,804	\$295,815	\$300,000	\$300,000	\$0	0.00%
Capital	16,361	185,614	0	0	0	0.00%
Total	210,165	481,429	300,000	300,000	0	0.00%
Revenue	37,252	566,565	0	0	0	0.00%
Inc/(Dec) to Fund Balance	(\$172,913)	\$85,136	(\$300,000)	(\$300,000)	\$0	0.00%

Total Budget
\$300,000



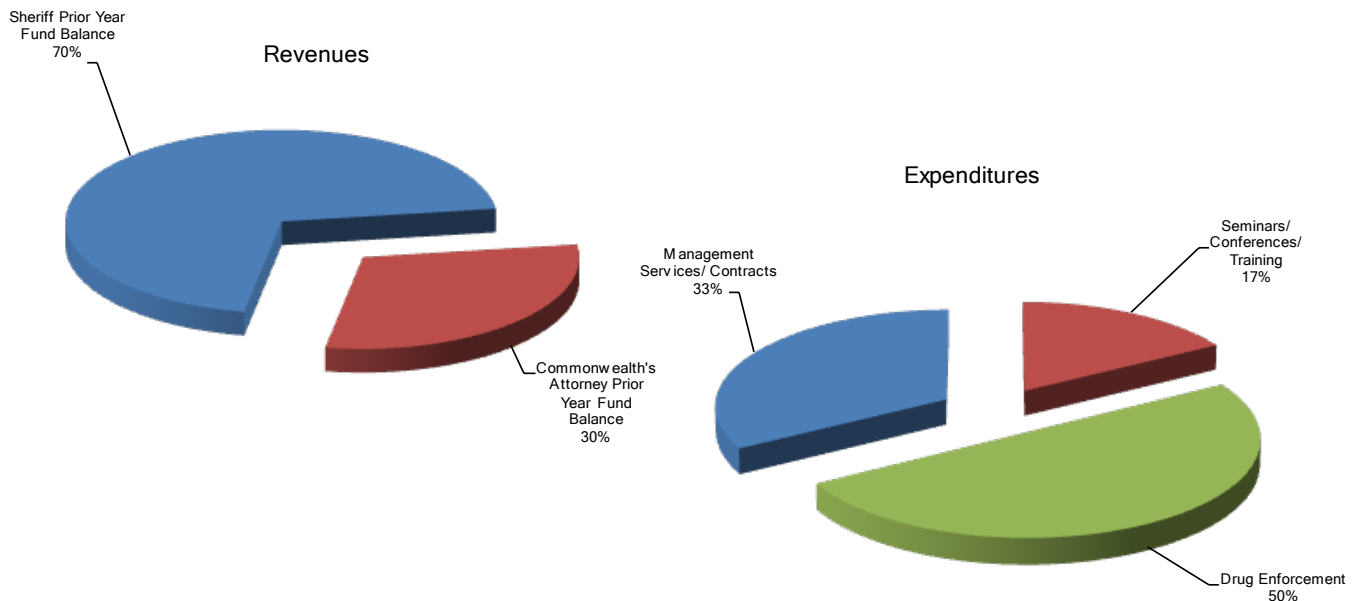
Goals/Objectives

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

Revenue/Expenditure/Fund Balance Summary

	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	FY2016 Changes '15 to '16	
Revenues					
Sheriff	\$0	\$210,000	\$210,000	\$0	0.00%
Commonwealth's Attorney	0	90,000	90,000	0	0.00%
sub-total use of prior year fund balance	\$0	\$300,000	\$300,000	\$0	0.00%
Sheriff	\$524,368	\$0	\$0	\$0	0.00%
Commonwealth's Attorney	42,197	0	0	0	0.00%
sub-total new revenue	\$566,565	\$0	\$0	\$0	0.00%
Total	\$566,565	\$300,000	\$300,000	\$0	0.00%
Expenditures					
Operating	\$20,335	\$0	\$0	\$0	0.00%
Management Services/ Contracts	94,942	100,000	100,000	0	0.00%
Seminars/ Conferences/ Training	59,582	50,000	50,000	0	0.00%
Drug Enforcement	37,221	150,000	150,000	0	0.00%
Equipment	269,349	0	0	0	0.00%
Total	\$481,429	\$300,000	\$300,000	\$0	0.00%
Fund Balance, Beginning of Year	\$542,109	\$627,245	\$327,245	(\$300,000)	-48%
Revenues	566,565	0	0	0	0%
Expenditures	(481,429)	(300,000)	(300,000)	0	0%
Fund Balance, End of Year	\$627,245	\$327,245	\$27,245	(\$300,000)	-92%

Expenditures in this fund rely on revenues from prior years because revenue may not be predicted according to the Asset Forfeiture and Money Laundering Guide. This delay in the use of the revenues can result in a change to fund balance of more than 10%.



Mission

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.



The Curtis Family, pictured left at Curtis Memorial Park's Olympic sized pool, donated 100 acres and sold 400 acres of their family farm to Stafford County in 1975. The family joined in the celebration of the 40th anniversary of Curtis Park in June 2015.

Who Are We?

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. Project expenditures related to these bonds are recorded in this fund.

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.

Other cash or debt-funded expenditures for major capital construction or equipment acquisition are accounted for here as well.

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.

Budget Summary

	FY2013 Actual	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	FY2016 Change '15 to '16	
Costs						
Personnel	\$508,559	\$460,446	\$723,910	\$783,882	\$59,972	8.28%
Operating	1,390,168	26,967	13,410	13,410	0	0.00%
Capital	39,873,912	48,322,631	0	0	0	0.00%
Total ⁽¹⁾	41,772,639	48,810,044	737,320	797,292	59,972	8.13%
Revenue	48,727,241	42,302,727	20,000	20,000	0	0.00%
Inc/(Dec) to Fund Balance	\$6,954,602	(\$6,507,317)	(\$717,320)	(\$777,292)	(\$59,972)	0.00%
Funded Positions						
Full-Time Positions	2	3	3	3	0	0.00%

Total Budget

\$797,292

Notable Changes

Personnel

- 2% salary increase
- Health Insurance premium increase

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

Revenue/Expenditure/Fund Balance Summary

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

	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	Changes '15 to '16	
Revenues					
VPSA Bonds	\$30,973,208	\$0	\$0	\$0	0%
Lease Proceeds	3,631,837	0	0	0	0%
Purchase Development Rights	376,487	0	0	0	0%
Interest	19,094	20,000	20,000	0	0%
Transfer from the General Fund	7,302,101	0	0	0	0%
Total	\$42,302,727	\$20,000	\$20,000	\$0	0%
Expenditures					
Chichester Park	\$5,623,482	\$0	\$0	\$0	0%
Courthouse Renovations	112,694	0	0	0	0%
Curtis Park Pool	1,147,778	0	0	0	0%
Demolition Old Jail	108,137	0	0	0	0%
Fire and Rescue	1,568,333	0	0	0	0%
Indoor Recreation Facility	190,447	0	0	0	0%
Personnel	460,446	723,910	783,882	59,972	8%
PRCF Projects under \$100,000	211,986	13,410	13,410	0	0%
Purchase Development Rights	755,874	0	0	0	0%
Quantico Corporate Center Technology Park	3,399,850	0	0	0	0%
Rectangular Field Complex	2,401,905	0	0	0	0%
Remodel for Judge	281,099	0	0	0	0%
School Construction	30,973,208	0	0	0	0%
Transfer to other Funds	1,498,435	0	0	0	0%
Transportation Administration Charges	76,370	0	0	0	0%
Total	\$48,810,044	\$737,320	\$797,292	\$59,972	8%
Fund Balance, Beginning of Year	\$17,983,871	\$11,476,554	\$10,759,234	(\$717,320)	(6)%
Revenues	42,302,727	20,000	20,000	0	0%
Expenditures	(48,810,044)	(737,320)	(797,292)	(59,972)	8%
Fund Balance, End of Year	\$11,476,554	\$10,759,234	\$9,981,942	(\$777,292)	(7)%

Mission

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

Thinking Efficiently

- Monitor fuel usage/costs daily and notify our customers of any notable trends that would result in savings.
- Preventive maintenance is performed on all vehicles to insure they are running efficiently this 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.



The Stafford Training School is listed on the National Register of Historic Places and the Virginia Landmarks Register. The School is now known as the Rowser Building and houses county and community offices.

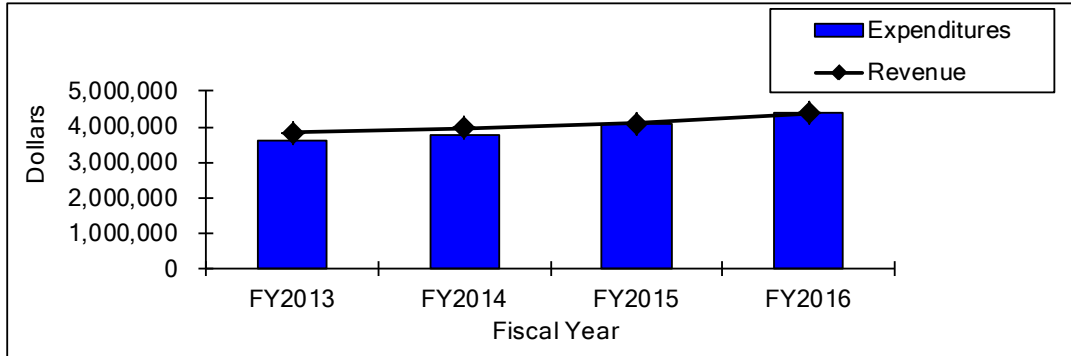
Who Are We?

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.

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

Budget Summary

	FY2013 Actual	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	FY2016 Change '15 to '16	
Costs						
Personnel	\$1,804,559	\$1,867,939	\$1,970,004	\$2,057,282	\$87,278	4.43%
Operating	1,828,213	1,889,101	2,057,968	2,266,694	208,726	10.14%
Capital	0	0	79,000	70,500	(8,500)	-10.76%
Total	3,632,772	3,757,040	4,106,972	4,394,476	287,504	7.00%
Revenue	3,824,141	3,956,362	4,106,972	4,394,476	287,504	7.00%
Inc/(Dec) to Net Assets	\$191,369	\$199,322	\$0	\$0	\$0	0.00%



Total Budget

\$4,394,476

Notable Changes

Personnel

- 2.5% payroll increase
- 1% Virginia Retirement System for employee
- 1 Mechanic
- Increase in Hybrid Plan Disability

Operating

- Sublet Labor cost increase

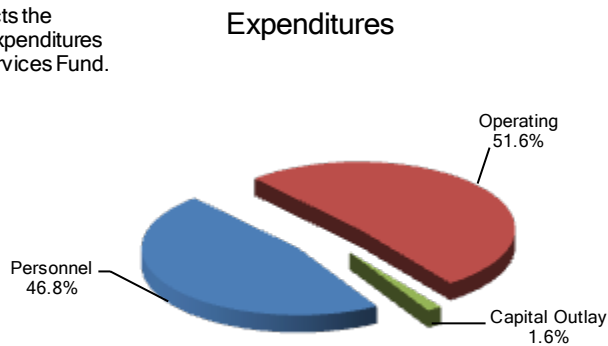
Goals/Objectives

- 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 cameras and lighting at the fuel island for added security after hours

Revenue/Expenditure/Fund Balance Summary

	FY2014	FY2015	Adopted	FY2016	
	Actual	Adopted	Budget	Changes	
Revenues		Budget	Budget	'15 to '16	
School Fund	\$2,908,582	\$2,619,079	\$2,779,349	\$160,270	6.12%
General Fund	759,719	1,487,893	1,615,127	127,234	8.55%
Utilities Fund	167,716	0	0	0	0%
Vehicle Sales/Other	120,345	0	0	0	0%
Total	\$3,956,362	\$4,106,972	\$4,394,476	\$287,504	7.00%
Expenditures					
Personnel	\$1,867,939	\$1,970,004	\$2,057,282	\$87,278	4.43%
Operating	1,889,101	2,057,968	2,266,694	208,726	10.14%
Capital Outlay	0	79,000	70,500	(8,500)	(10.76)%
Total	\$3,757,040	\$4,106,972	\$4,394,476	\$287,504	7.00%
Fund Balance					
Beginning of Year	\$2,728,412	\$2,927,734	\$2,927,734	\$0	0%
Revenues	3,956,362	4,106,972	4,394,476	287,504	7%
Expenditures	(3,757,040)	(4,106,972)	(4,394,476)	(287,504)	7%
End of Year	\$2,927,734	\$2,927,734	\$2,927,734	\$0	0%

This chart depicts the distribution of expenditures for the Fleet Services Fund.



Accomplishments

- Reviewed outsourced labor, increasing quality control and costs
- 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



Hidden Lake Special Revenue Fund

Stafford County FY16 Adopted Budget

Mission

The purpose of the Hidden Lake Subdivision Service District is to provide for dam construction, reconstruction and maintenance; beach and shoreline management and restoration at Hidden Lake; construction, maintenance and general upkeep of the private streets and roads within Hidden Lake Subdivision that are not under the operation and jurisdiction of the Virginia Department of Transportation; and such other services, events or activities which will enhance the use and enjoyment of and the public safety, public convenience and public well-being within the Hidden Lake Subdivision Service District.



The Hidden Lake Dam is a privately owned Dam that is maintained through the Hidden Lake Service District. Hidden lake residents pay an additional property tax levy that funds the operation of the dam and the roadways in the neighborhood.

Who Are We?

The Hidden Lake Subdivision Service District Special Revenue Fund was established by Ordinance 006-06 adopted on January 3, 2006 it 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. The 2015 tax rate is \$0.421.

Budget Summary

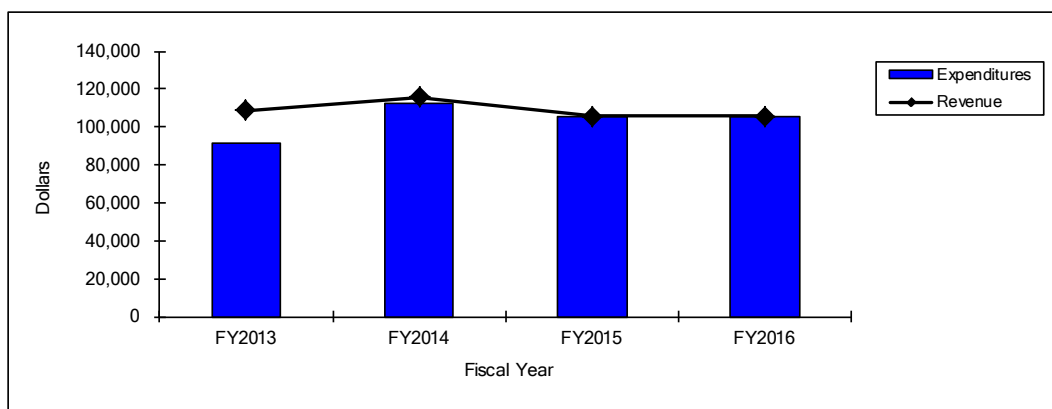
	FY2013 Actual	FY2014 Actual	FY2015 Adopted Budget	Adopted Budget	FY2016 Change '15 to '16	
Costs						
Personnel	\$5,303	\$5,998	\$2,790	\$2,861	\$71	2.54%
Maintenance Services	22,841	44,206	41,713	38,081	(3,632)	-8.71%
Debt Service	63,061	62,006	60,946	64,538	3,592	0.00%
Total	91,205	112,210	105,449	105,480	31	0.03%
Revenue	108,671	115,799	105,449	105,480	31	0.03%
Inc/(Dec) to Fund Balance	\$17,466	\$3,589	\$0	\$0	\$0	0.00%

Total Budget

\$105,480

Goals/Objectives

- Provide operation and maintenance of Hidden Lake, Hidden Lake Dam, and private roadways within the neighborhood
- Ensure compliance with Virginia Dam Safety Regulations to maintain regular Operation and Maintenance Certificate for the Dam from the Virginia Department of Conservation and Recreation

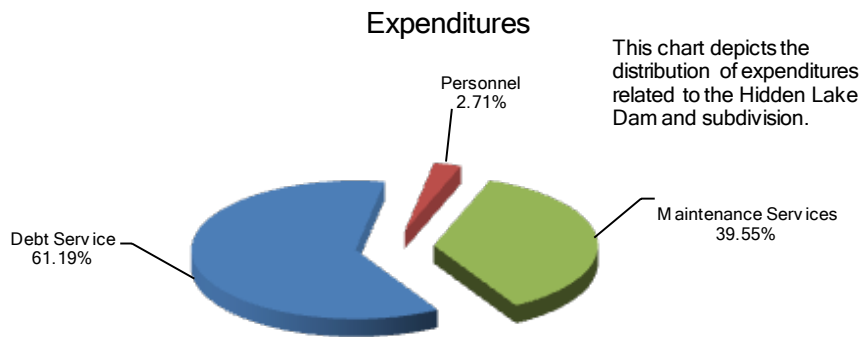


Hidden Lake Special Revenue Fund

Stafford County FY16 Adopted Budget

Revenue/Expenditure/Fund Balance Summary

	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	FY2016 Changes '15 to '16	
Revenues					
Real Property Tax					
Special Assessment	\$115,715	\$105,400	\$105,400	\$0	0%
Interest	84	49	80	31	63.27%
Total	\$115,799	\$105,449	\$105,480	\$31	0.03%
Expenditures					
Debt Service	\$62,006	\$60,946	\$64,538	\$3,592	5.89%
Personnel	5,998	2,790	2,861	71	2.54%
Maintenance Services	44,206	41,713	38,081	(3,632)	(8.71)%
Total	\$112,210	\$105,449	\$105,480	\$31	0.03%
Fund Balance, Beginning of Year	\$113,891	\$117,480	\$117,480	\$0	0%
Revenues	115,799	105,449	105,480	31	0%
Expenditures	(112,210)	(105,449)	(105,480)	(31)	0%
Fund Balance, End of Year	\$117,480	\$117,480	\$117,480	\$0	0%



Accomplishments

- Renewed Operation and Maintenance Certificate for Hidden Lake Dam from the Virginia Department of Conservation and Recreation (DCR)
- Updated the Emergency Action Plan (EAP) for Hidden Lake Dam

Did You Know?

The Hidden Lake Dam received an award from the Virginia Lakes and Watershed Association (VLWA) for best maintained dam in the Commonwealth in March, 2015 at the VLWA Annual Conference. VLWA is a statewide organization that supports dam safety, floodplain management and water resource issues.

Road Impact Fee Funds

Stafford County FY16 Adopted Budget

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.

FY2014 Revenues:	\$ 172,548
FY2014 Expenditures (Poplar Road):	45,304
Fund Balance 6/30/14:	\$ 2,816,616

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.

FY2014 Revenues:	\$ 0
FY2014 Expenditures:	0
Fund Balance 6/30/14:	\$ 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.

FY2014 Revenues:	\$ 844
FY2014 Expenditures:	100,000
Fund Balance 6/30/14:	\$ 813,069

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.

FY2014 Revenues:	\$ 783,987
FY2014 Expenditures:	825,469
Fund Balance 6/30/14:	\$ 8,005,397
2015 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.

FY2014 Revenues and transfers in:	\$ 869,950
FY2014 Expenditures:	21,900
Fund Balance 6/30/14:	\$ 3,656,181
2015 tax rate:	.00

The FY2016 budget includes expenditures in the Garrisonville Road District and Transportation Impact Fee funds.

Transportation Impact Fee - County-Wide Fund

Stafford County FY16 Adopted Budget

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.

		FY2014 Actual	FY2015 Adopted Budget	Adopted Budget	FY2016 Changes '15 to '16	
Revenues						
Road Impact Fees		\$0	\$60,000	\$100,000	\$40,000	67%
Total		<u>\$0</u>	<u>\$60,000</u>	<u>\$100,000</u>	<u>\$40,000</u>	<u>67%</u>
Expenditures						
Road Improvements		\$0	\$60,000	\$100,000	\$40,000	67%
Total		<u>\$0</u>	<u>\$60,000</u>	<u>\$100,000</u>	<u>\$40,000</u>	<u>67%</u>

Fund Balance

		FY2014 Actual	FY2015 Adopted Budget	Adopted Budget	FY2016 Changes '15 to '16	
Fund Balance, Beginning of Year		\$0	\$0	\$0	(\$0)	0%
Revenues		0	60,000	100,000	40,000	67%
Expenditures		(0)	(60,000)	(100,000)	(40,000)	67%
Fund Balance, End of Year		\$0	\$0	\$0	(\$0)	0%

Garrisonville Road Service District Fund

Stafford County FY16 Adopted Budget

The following schedule shows activity in the Garrisonville Road Service District Fund. The calendar year 2015 service district tax rate is 8.7 cents.

	FY2014 Actual	FY2015 Adopted Budget	FY2016 Adopted Budget	Changes '15 to '16	
Revenues					
Property Taxes	\$530,862	\$530,000	\$530,000	\$0	0%
Interest	10,733	0	0	0	0%
State Revenue	242,392	0	0	0	0%
Total	\$783,987	\$530,000	\$530,000	\$0	0%
Expenditures					
Debt Service	\$123,252	\$496,900	\$487,800	(\$9,100)	-2%
Rt 610, Garrisonville Rd	702,216	0	0	0	0%
Total	\$825,468	\$496,900	\$487,800	(\$9,100)	-2%

In November 2008, voters approved a referendum authorizing General Obligation (GO) debt for Garrisonville Road area road improvements. The project is 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

	FY2014 Actual	FY2015 Adopted	FY2016 Adopted Budget	Changes '15 to '16	
Fund Balance, Beginning of Year	\$8,046,879	\$8,005,398	\$8,038,498	\$33,100	0%
Revenues	783,987	530,000	530,000	0	0%
Expenditures	(825,468)	(496,900)	(487,800)	9,100	-2%
Fund Balance, End of Year	\$8,005,398	\$8,038,498	\$8,080,698	\$42,200	0.5%



Mission

Administered within the Economic Development Department, Tourism promotes overnight stays in the County hotels, visitations to Stafford's many historical, cultural, recreational and entertainment attractions and patronage of local businesses.

Thinking Efficiently

- Coordinating a collaborative effort with hoteliers to promote tourism and overnight visitation by producing marketing materials that can be used county-wide.
- Upgrading the Tourism website with increased content and e-news, reaching out to our markets and promoting County tourism destinations more affordably.
- Using our content management based website to provide assistance as requested to our tourism partners.



Chatham Manor is one of the most historic homes in America. Chatham was built between 1768 and 1771 by William Fitzhugh and is located on the Rappahannock River in Stafford County, Virginia.

Who Are We?

The Tourism Fund, established 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.

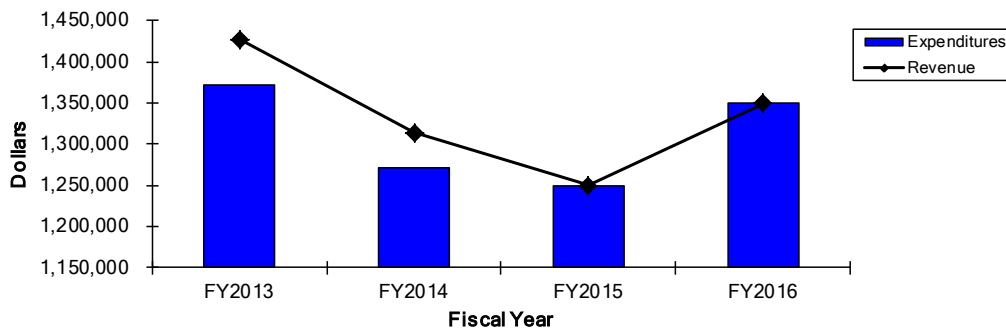
On December 13, 2005 the Board of Supervisors passed Resolution R05-472, which dedicates the entire transient occupancy tax to the Tourism Fund. This resolution directs that two percent of the tax is to be used by the Stafford Museum Board of Directors to develop a charter, raise funds, implement a museum 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.

Budget Summary

	FY2013 Actual	FY2014 Actual	FY2015 Adopted Budget	Adopted Budget	FY2016 Change '15 to '16	
Costs						
Personnel ⁽¹⁾	\$187,107	\$163,162	\$173,660	\$184,697	\$11,037	6.36%
Operating	590,655	608,583	576,340	665,303	88,963	15.44%
Transfer to the General Fund	500,000	500,000	500,000	500,000	0	0.00%
Capital	94,562	0	0	0	0	0.00%
Total	1,372,324	1,271,745	1,250,000	1,350,000	100,000	8.00%
Revenue	1,427,105	1,314,056	1,250,000	1,350,000	100,000	8.00%
Inc/(Dec) to Fund Balance	\$54,781	\$42,311	\$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.



Total Budget
\$1,350,000

Notable Changes

Personnel

- 2% salary increase
- Health Insurance premium increase

Operating

- Increase to Tourism program support

Goals/Objectives

- Increase lodging revenue by working with hotel properties to increase knowledge of area attractions to encourage longer hotel stays.
- Increase taxable hospitality-related sales in Stafford.
- Increase visitation to all Stafford attractions through marketing analysis, brochure design assistance and idea generation.
- Send out monthly newsletter and increase the distribution of same by 10% annually.
- Grow tourism social media presence - Facebook, Twitter, You Tube, Pinterest, Instagram - collectively by 12%.
- Monitor website and increase website traffic.
- Leverage partnerships with regional tourism attractions and entities, including Grapes and Grains Trail, Golf Co-op, Virginia's Piedmont - America's Wine Country Coalition, Trail to Freedom, Regional Hospitality Council, Fredericksburg Regional Tourism Partnership, American Bus Association.
- Provide marketing resources and guidance to receptive tourism related businesses.
- Increase distribution locations of printed collateral and promotion of special events.
- Expand the reach of local attractions beyond the local market through radio promotions, printed media, contests, social media, Virginia Tourism Corporation, VisitFred.com website, etc.

The above goals support the Board of Supervisors Priorities for the community.

Service Levels

	CY2014 Actual	CY2015 Budget	CY2016 Plan
Unique visitors to www.TourStaffordVA.com (source: manual tracking)	21,567	41,353	44,000
Electronic media - Monthly ENews Subscribers (source: manual tracking)	2,554	3,124	3,400
Social media - Facebook likes (source: manual tracking)	542	825	975

Accomplishments

- Distributed 40,000 Stafford County tourism brochures throughout the Commonwealth.
- Distributed 1,143 tourism information packages
- Facilitated an upgrade of marketing materials for the Grapes and Grains Trail

Revenue/Expenditure/Fund Balance Summary

	FY14 Actuals	FY15 Adopted Budget	FY16 Adopted Budget	Changes '15 to '16	
Revenues					
3% Occupancy Tax	\$786,059	\$750,000	\$810,000	\$60,000	8.0%
2% Occupancy Tax	524,634	500,000	540,000	40,000	8.0%
Other Revenue	3,363	0	0	0	0.0%
Total	\$1,314,056	\$1,250,000	\$1,350,000	\$100,000	8.0%
Expenditures					
Operating	\$399,827	\$535,220	\$624,183	\$88,963	16.6%
Personnel	163,162	173,660	184,697	11,037	6.4%
Transfer to General Fund	500,000	500,000	500,000	0	0.0%
Tourism Programs	41,120	41,120	41,120	0	0.0%
Phase 1: Wayfinding *	167,636	0	0	0	0.0%
Total	\$1,271,745	\$1,250,000	\$1,350,000	\$100,000	8.0%
Fund Balance, Beginning of Year	\$913,488	\$955,799	\$955,799	\$0	0.0%
Revenues	1,314,056	1,250,000	1,350,000	100,000	8.0%
Expenditures	(1,271,745)	(1,250,000)	(1,350,000)	100,000	-8.0%
Fund Balance, End of Year	\$955,799	\$955,799	\$955,799	\$0	0.0%
Fund Balance Allocation	\$955,799	\$955,799	\$955,799	\$0	0.0%
<u>Committed</u>					
Phase 2: Wayfinding *	\$296,722	\$0	\$0	\$0	0.0%
Phase 3: Wayfinding *	250,000	358,100	0	(358,100)	-100.0%
Commitment/Encumbrances	51,707	195,523	0	(195,523)	-100.0%
<u>Assigned</u>	\$357,370	\$402,176	\$955,799	\$553,623	137.7%
Fund balance, end of year	\$955,799	\$955,799	\$955,799	\$0	0.0%

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

Did You Know?

- Zibibbo, one of Stafford's restaurants, was named a top 50 in Northern Virginia Magazine.
- Adventure Brewing Co. was featured in a documentary.
- An African American history mural was installed on the Rowser building.

Tourism Fund Partner Agencies

Stafford County FY16 Adopted Budget

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**

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



Gari Melchers Home & Studio at Belmont, A Virginia and National Historic landmark, this 18th century estate was the residence of American figure painter and muralist Gari Melchers.

The schedule below presents a breakdown of tourism programs that are supported with the 3% Occupancy Tax. This tax was established in FY2001, and supports the Tourism Fund and aids in funding these tourism Partner Agencies. Ten per cent of the actions of the Fredericksburg Regional Alliance support Tourism activities; this portion of County funding is shown in this fund. Ninety per cent of the County's funding of the FRA goes to support commercial business; this portion is shown in the Partner Agencies section in the General Fund.

Partner Agency Program Distribution

Program Name	FY2014 Actual	FY2015 Adopted Budget	FY2016		
			Adopted Budget	Changes '15 to '16	
Belmont	\$32,000	\$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%
Total	\$41,120	\$41,120	\$41,120	\$0	0%

