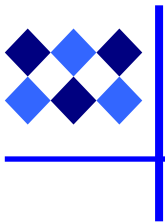


ASSET FORFEITURE FUND

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.

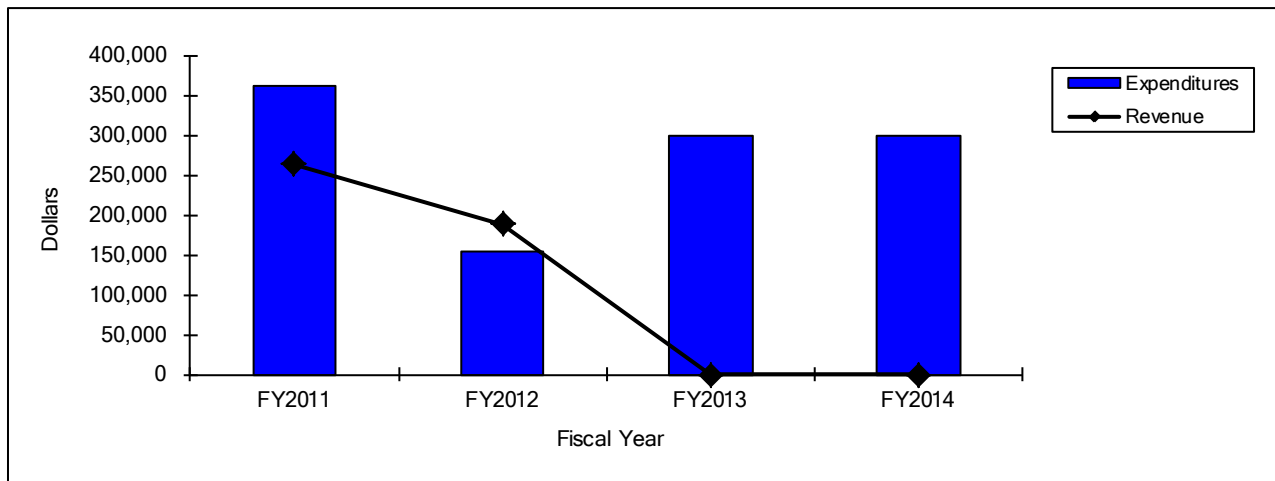


ASSET FORFEITURE FUND

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

	FY2011 Actual	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Change '13 to '14	
Costs						
Operating	\$339,008	\$145,551	\$300,000	\$300,000	\$0	0.00%
Capital	21,262	7,511	0	0	0	0.00%
Total	360,270	153,062	300,000	300,000	0	0.00%
Revenue	263,350	187,765	0	0	0	0.00%
Inc/(Dec) to Fund Balance	\$96,920	(\$34,703)	\$300,000	\$300,000	\$0	0.00%



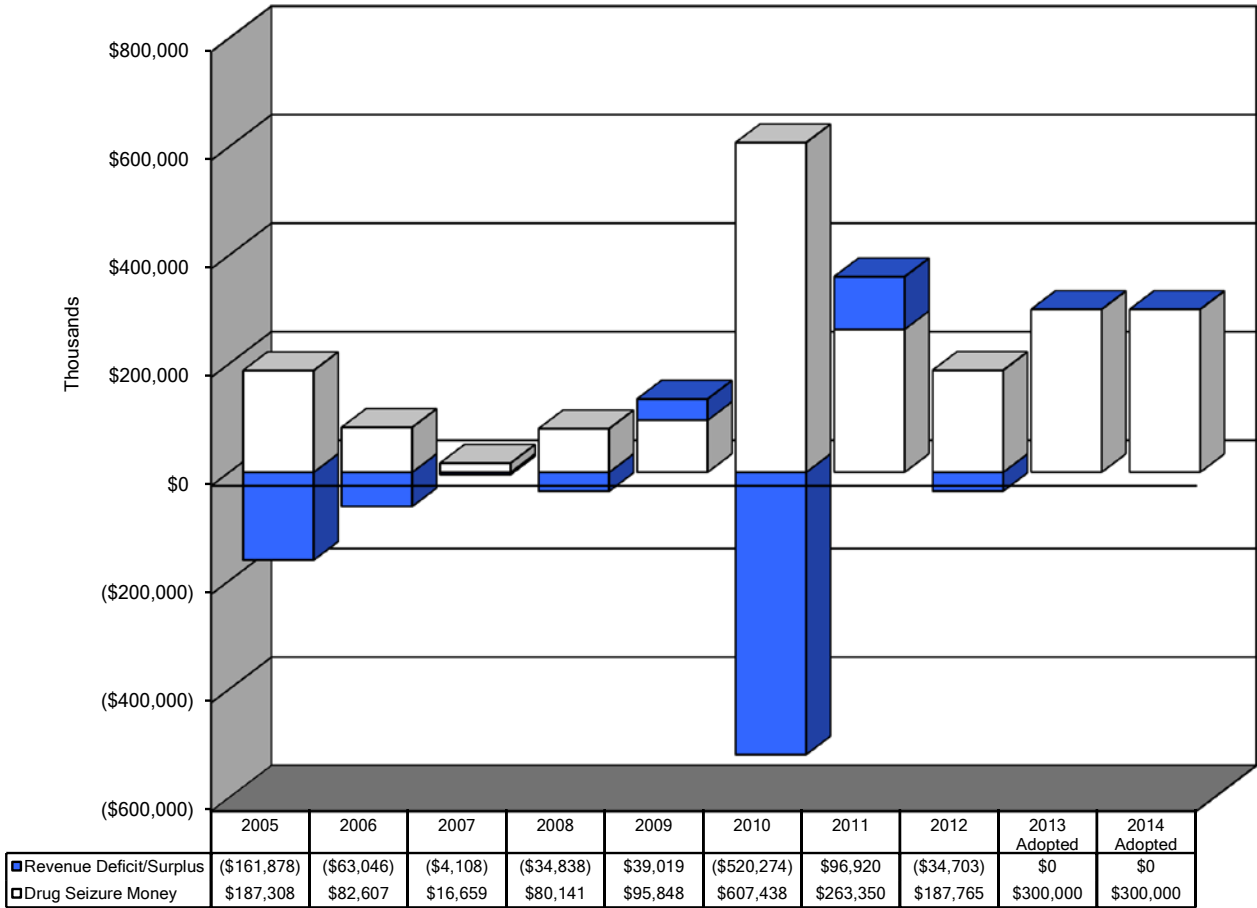
GOALS/OBJECTIVES

- 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.



	2005	2006	2007	2008	2009	2010	2011	2012	2013 Adopted	2014 Adopted
Revenue Deficit/Surplus	-637%	-322%	-33%	-77%	29%	-597%	27%	-23%	0%	0%
Drug Seizure Money	737%	422%	133%	177%	71%	697%	73%	123%	100%	100%

The Fiscal Year '05, '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.

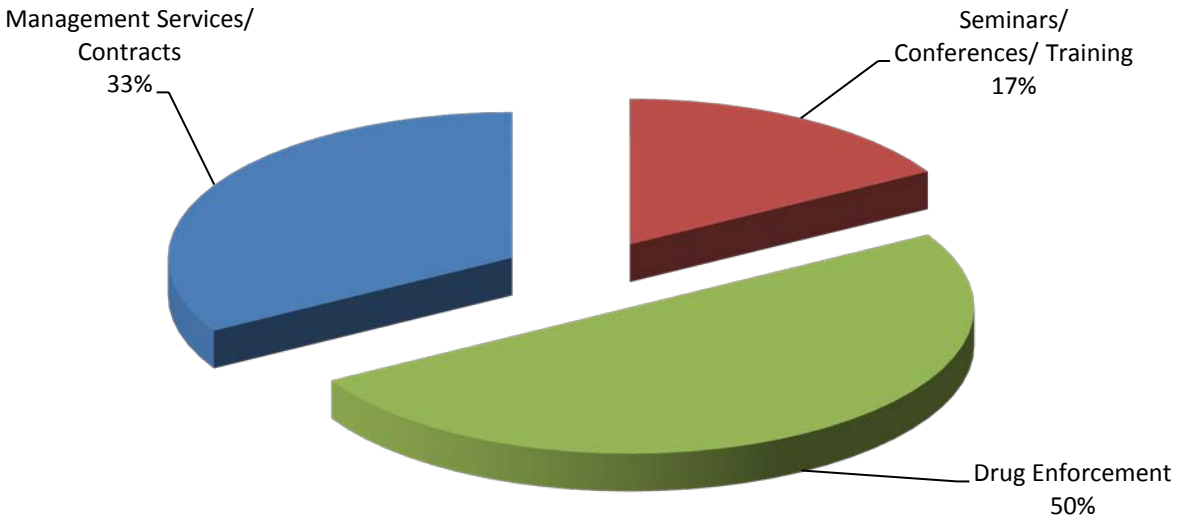


ASSET FORFEITURE FUND EXPENDITURES

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Operating	\$24,720	\$0	\$0	\$0	0.00%
Management Services/ Contracts	62,585	100,000	100,000	0	0.00%
Seminars/ Conferences/ Training	38,246	50,000	50,000	0	0.00%
Drug Enforcement	20,000	150,000	150,000	0	0.00%
Equipment	7,511	0	0	0	0.00%
Total	\$153,062	\$300,000	\$300,000	\$0	0.00%

Expenditures

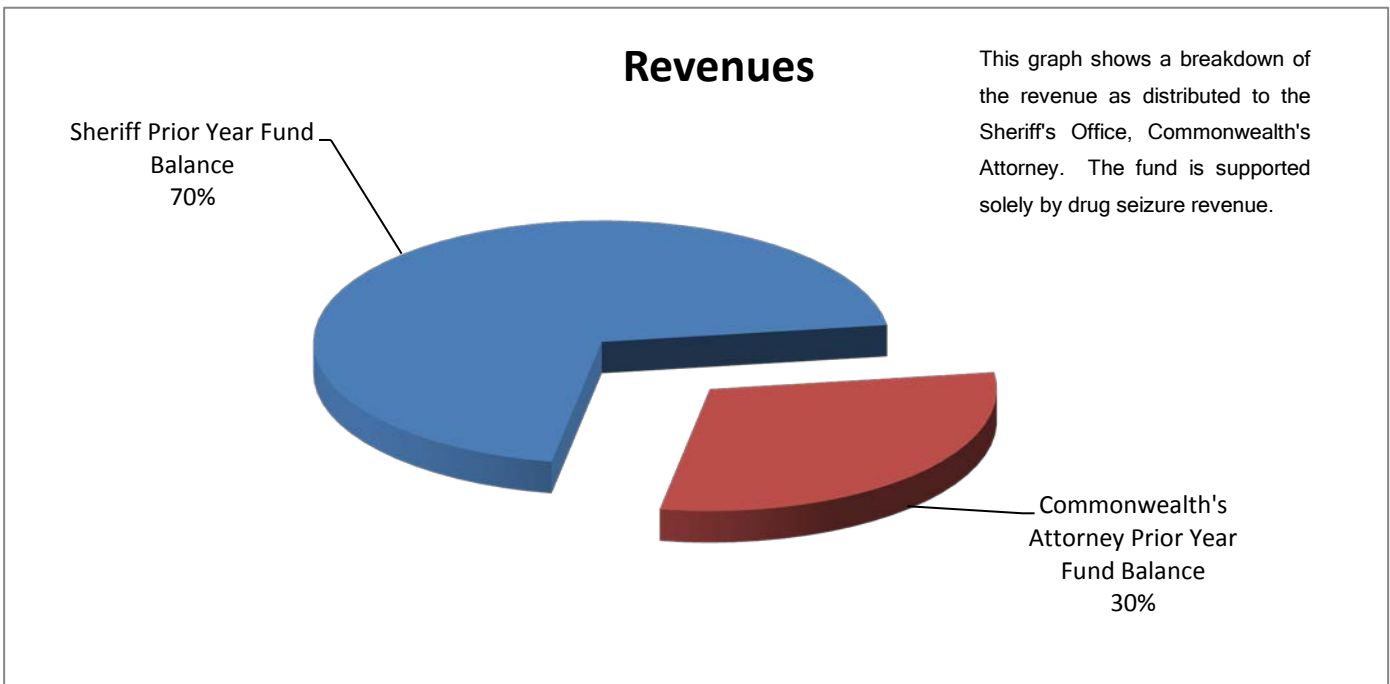
This pie chart shows the different expenditure categories and the percentage of each category. The largest spending is projected to be in Drug Enforcement at 50% (\$150,000).





ASSET FORFEITURE FUND REVENUES

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Sheriff Prior Year Fund Balance	\$0	\$210,000	\$210,000	\$0	0.00%
Commonwealth's Attorney Prior Year Fund Balance	0	90,000	90,000	0	0.00%
Seizures under \$500	1,661	0	0	0	0.00%
Sheriff Other	134,432	0	0	0	0.00%
Commonwealth's Attorney Other	51,672	0	0	0	0.00%
Total	\$187,765	\$300,000	\$300,000	\$0	0.00%



FUND BALANCE

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Fund Balance, Beginning of Year	\$680,319	\$715,022	\$415,022	(\$300,000)	-42%
Revenues	187,765	0	0	0	0%
Expenditures	(153,062)	(300,000)	(300,000)	0	0%
Fund Balance, End of Year	\$715,022	\$415,022	\$115,022	(\$300,000)	-72%

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 results in a change to fund balance of more than 10%.





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 all 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

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

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Revenues					
VPSA Bonds	\$ 24,540,497	\$ -	\$ -	\$ -	0%
Other Bonds & Misc Proceeds	5,552,290	-	-	-	0%
Lease Proceeds	-	-	-	-	0%
Interest	15,769	20,000	20,000	-	0%
Miscellaneous Revenue	-	-	-	-	0%
Transfer from the General Fund	3,385,893	-	1,000,000	1,000,000	1,000,000%
Total Revenues	\$33,494,449	\$20,000	\$1,020,000	\$1,000,000	5,000%
Use of Prior Year Fund Balance	\$ (2,083,255)	\$510,390	\$712,563	\$202,173	100%
Expenditures					
Debt Service	\$ 88,568	\$ -	\$ -	\$ -	0%
England Run Library	92,661	-	-	-	0%
Fire and Rescue Stations	109,354	-	-	-	0%
Land	1,788,221	-	1,000,000	-	100%
Parks Projects	785,098	12,600	13,333	733	6%
Permits Center	48,054	-	-	-	0%
Personnel	111,158	517,790	719,230	201,440	39%
Radio Communication System	1,771,204	-	-	-	0%
Rescue Building Renovations	2,076,379	-	-	-	0%
School Construction	24,540,497	-	-	-	0%
Total	\$ 31,411,194	\$ 530,390	\$ 1,732,563	\$ 1,202,173	227%

FUND BALANCE

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Fund Balance, Beginning of Year	\$8,946,013	\$11,029,268	\$10,518,878	(\$510,390)	(5)%
Revenues	33,494,449	20,000	1,020,000	1,000,000	5,000%
Expenditures	(31,411,194)	(530,390)	(1,732,563)	(1,202,173)	227%
Fund Balance, End of Year	\$11,029,268	\$10,518,878	\$9,806,315	(\$712,563)	(7)%



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.

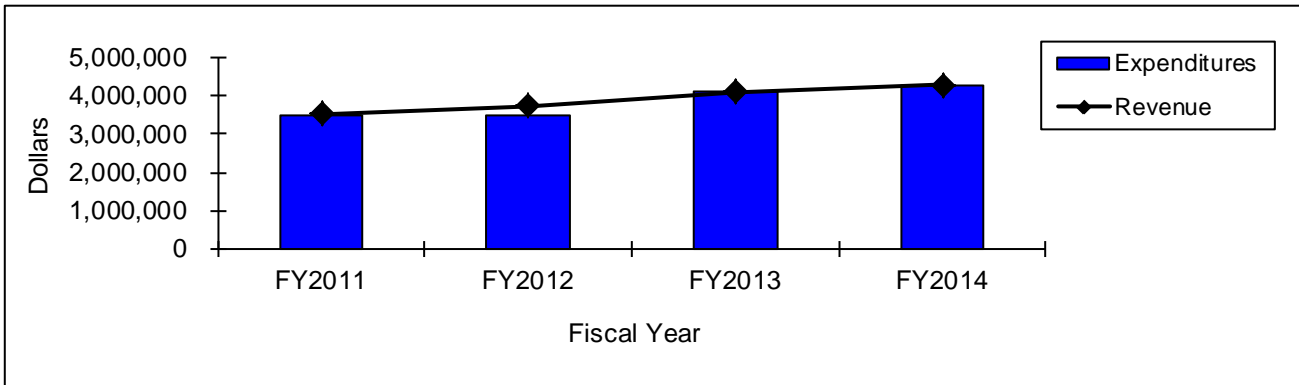
Fleet Services provides centralized fleet management for county and school vehicles to control regular maintenance, ensure efficient and economical repairs, prevent vehicle abuse and maintain a parts inventory. All employees are School Board employees and are not reflected in the County's classification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

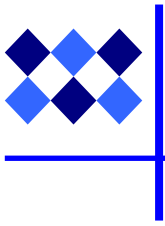
THINKING EFFICIENTLY:

- 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.

BUDGET SUMMARY

	FY2011 Actual	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Change '13 to '14	
Costs						
Personnel	\$1,896,922	\$1,759,726	\$1,950,594	\$1,899,812	(\$50,782)	-2.60%
Operating	1,618,246	1,733,709	2,086,629	2,169,122	82,493	3.95%
Capital	0	0	67,800	214,669	146,869	216.62%
Total	3,515,168	3,493,435	4,105,023	4,283,603	178,580	4.35%
Revenue	3,533,005	3,743,761	4,105,023	4,283,603	178,580	4.35%
Inc/(Dec) to Net Assets	\$17,837	\$250,326	\$0	\$0	\$0	0.00%





FLEET SERVICES

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

- Successfully maintain the reliability and safe operation of the fleet by providing maintenance and repair effectively and efficiently for an aging fleet of 1,012 vehicles.
- Update the operations Manual.
- Continue development of the three year business plan to identify future budgetary needs and justify any organization change and cost.
- Emphasize the importance of training and certification for all our staff while expanding training opportunities.
- Continue to monitor vehicle fuel efficiency and explore the use of hybrid or other fuel efficient vehicles.
- Continue to work with departments to identify underutilized vehicles and equipment in an effort to enhance replacement.
- Strive for vehicle availability rate of 95%..

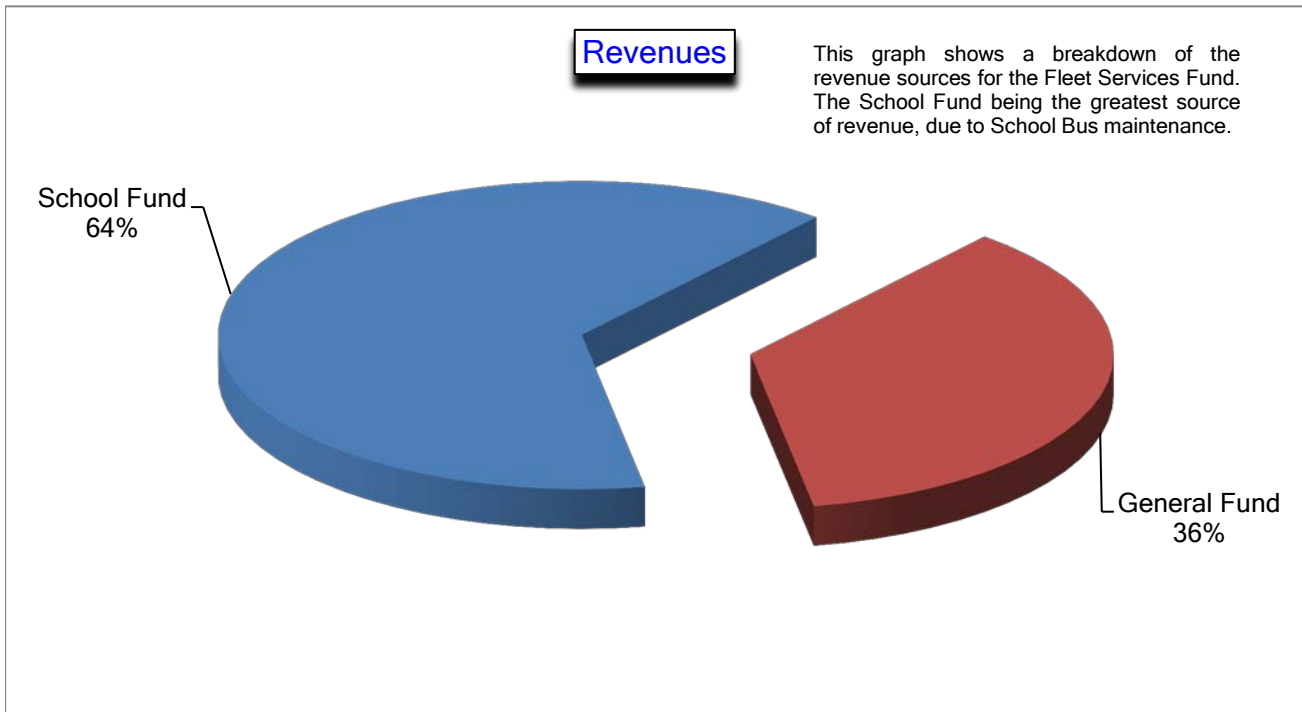
ACCOMPLISHMENTS

- Maintained the reliability and safe operation of an aging fleet by providing effective and efficient maintenance and repair.
- Replaced 3 in-ground lifts.
- Replaced the main air compressor that operates shop equipment and air tools.
- 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' schedules 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 Parts Department scanning conversion for more efficient operation.
- Installed security cameras in shop and office areas.
- Installed a storage facility for tires.
- Worked with departments to identify underutilized vehicles and equipment in an effort to enhance replacement.



FLEET SERVICES FUND REVENUES

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
School Fund	\$2,726,481	\$2,604,797	\$2,738,808	\$134,011	5.14%
General Fund	796,477	1,500,226	1,544,795	44,569	2.97%
Utilities Fund	180,203	0	0	0	0.00%
Miscellaneous	40,600	0	0	0	0.00%
Total	\$3,743,761	\$4,105,023	\$4,283,603	\$178,580	4.35%



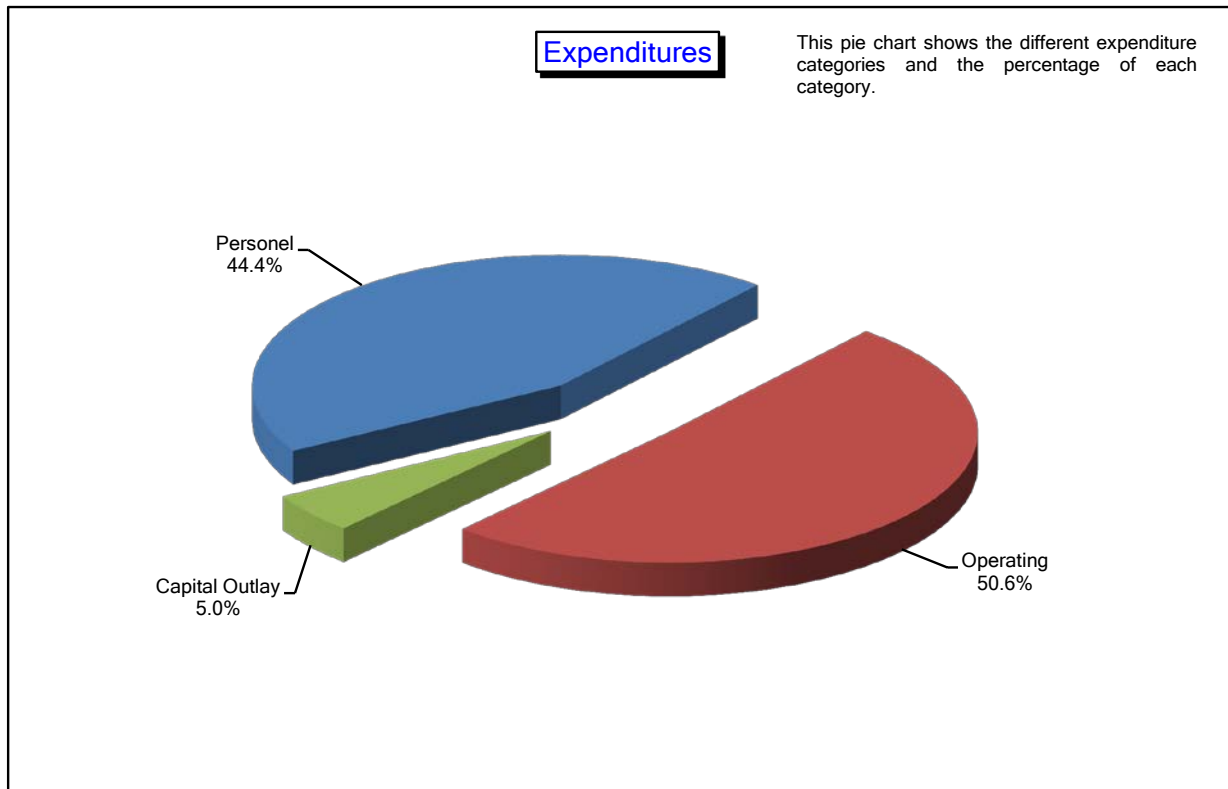
FUND BALANCE

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Beginning of Year Net Assets	\$2,277,999	\$2,528,325	\$2,528,325	\$0	0%
End of Year Net Assets	\$2,528,325	\$2,528,325	\$2,528,325	(\$0)	0%

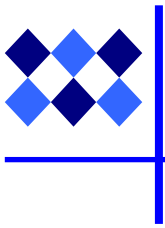


FLEET SERVICES FUND

	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Personel	\$1,759,726	\$1,950,594	\$1,899,812	(\$50,782)	-2.60%
Operating	1,733,709	2,086,629	2,169,122	82,493	3.95%
Capital Outlay	-	67,800	214,669	14,700	21.68%
Total	\$3,493,435	\$4,105,023	\$4,283,603	\$178,580	4.35%







HIDDEN LAKE SPECIAL REVENUE FUND

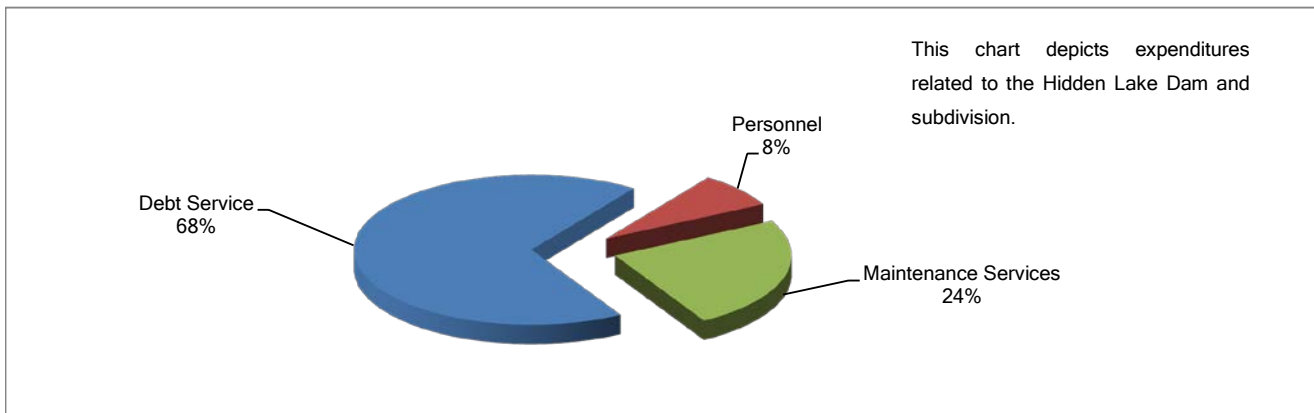
The Hidden Lake Subdivision Service District Special Revenue Fund accounts for ad valorem tax receipts from property owners in the Hidden Lake Subdivision to pay debt service and costs for maintenance of the dam and subdivision roads.



HIDDEN LAKE SPECIAL REVENUE FUND

The following schedule shows the budget for the Hidden Lake Service District Special Revenue Fund. The 2013 tax rate is \$0.0451.

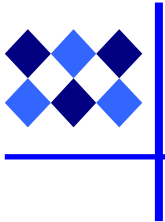
	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Revenues					
Real Property Tax - Special Assessment	\$ 112,092	\$ 105,400	\$ 105,400	\$ -	0%
Interest	86	49	49	-	0%
Total	\$ 112,178	\$ 105,449	\$ 105,449	\$ -	0%
Use of Prior Year Fund Balance					
	-	-	-	-	0%
Expenditures					
Debt Service	\$ 64,729	\$ 63,062	\$ 63,062	\$ -	0%
Personnel	8,865	7,387	7,060	(327)	(4.43)%
Maintenance Services	20,768	35,000	22,500	(12,500)	(35.71)%
Total	\$ 94,362	\$ 105,449	\$ 92,622	\$ (12,827)	(12.16)%



FUND BALANCE

	FY2012 Actual	Adopted Budget	Adopted Budget	FY2014 Changes '13 to '14	
Fund Balance, Beginning of Year	\$78,611	\$96,427	\$96,427	\$0	0%
Revenues	112,178	105,449	105,449	0	0%
Expenditures	(94,362)	(105,449)	(92,622)	12,827	-12%
Fund Balance, End of Year	\$96,427	\$96,427	\$109,254	\$12,827	13%

The County expects to spend less on maintenance activities in FY14 than in previous years. This should cause fund balance to increase by 13%. The increase to fund balance will be available for future needs.



ROAD IMPACT FEE FUNDS

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

Road Impact Fee - West Fund

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.

FY2012 Revenues:	\$ 233,503
FY2012 Expenditures (Poplar Road):	175,833
Fund Balance 6/30/12:	\$2,603,911

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.

FY2012 Revenues:	\$ 42,745
FY2012 Expenditures:	0
Fund Balance 6/30/12:	\$ 931,415

Garrisonville Road Service District Fund

The Garrisonville Road Service District was established by Ordinance O07-55 in July, 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.

FY2012 Revenues:	\$ 533,987
FY2012 Expenditures:	61,521
Fund Balance 6/30/12:	\$2,553,480
2013 tax rate:	.088

Warrenton Road Service District Fund

The Warrenton Road Service District was established by Ordinance O07-56 in July, 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.

FY2012 Revenues:	\$ 338,783
FY2012 Expenditures:	0
Fund Balance 6/30/12:	\$2,784,130
2013 tax rate:	.000

The FY2014 adopted budget includes expenditures in the Garrisonville Road District only.



GARRISONVILLE ROAD SERVICE DISTRICT FUND

The following schedule shows activity in the Garrisonville Road Service District Fund. The calendar year 2013 service district tax rate is 8.8 cents.

Revenues	FY2012	FY2013	Adopted Budget	FY2014	
	Actual	Adopted Budget		Changes '13 to '14	
Property Taxes	\$ 530,537	\$ 534,000	\$ 530,000	\$ (4,000)	100%
Interest	3,450	3,500	3,500	-	100%
Use of Prior Year Fund Balance	-	1,332,500	-	(1,332,500)	100%
Total	\$ 533,987	\$ 1,870,000	\$ 533,500	\$ (1,336,500)	100%
Expenditures					
Debt Service	\$ -	\$ -	\$ 216,000	216,000	100%
Road Improvements					
Rt 610, Garrisonville Rd	61,521	995,000	-	(995,000)	-100%
Staffordboro Parking Lot	-	875,000	-	(875,000)	-100%
Total	\$ 61,521	\$ 1,870,000	\$ 216,000	\$ (1,654,000)	-88%

In November 2008, voters approved a referendum authorizing General Obligation debt for Garrisonville Road area road improvements. It is expected that the improvements will be completed through a public-private partnership. The project will be funded with bonds, service district taxes, and state revenue sharing. Series 2013 bonds in the amount of \$5,870,000 were issued in June, 2013. Debt service will be paid from service district revenue. Estimated tax revenue: \$530K; Average debt service: \$370k; Maximum debt service: \$497k. First year's (FY14) debt service is for 1/2 year only.

FUND BALANCE

	FY2012	FY2013	Adopted Budget	FY2014	
	Actual	Estimate		Changes '13 to '14	
Fund Balance, Beginning of Year	\$ 2,081,014	\$ 2,553,480	\$ 1,220,980	\$ (1,332,500)	-52%
Revenues	533,987	537,500	533,500	(4,000)	100%
Expenditures	(61,521)	(1,870,000)	(216,000)	1,654,000	100%
Fund Balance, End of Year	\$ 2,553,480	\$ 1,220,980	\$ 1,538,480	\$ 317,500	26%

The balance in this fund is expected to increase by 26%. This growth was planned for two purposes. The County plans to use some of the funds to support project management of the road project expected to begin in FY2014. Service district tax property taxes will be used to pay the debt service on the recently issued bonds. Fund balance will provide debt coverage of more than twice maximum debt service.

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. Among 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

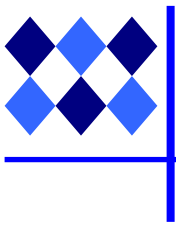
Where have we partnered with community organizations?

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 bi-monthly training session at the IT Training Room in the Government Center for our tourism partner.

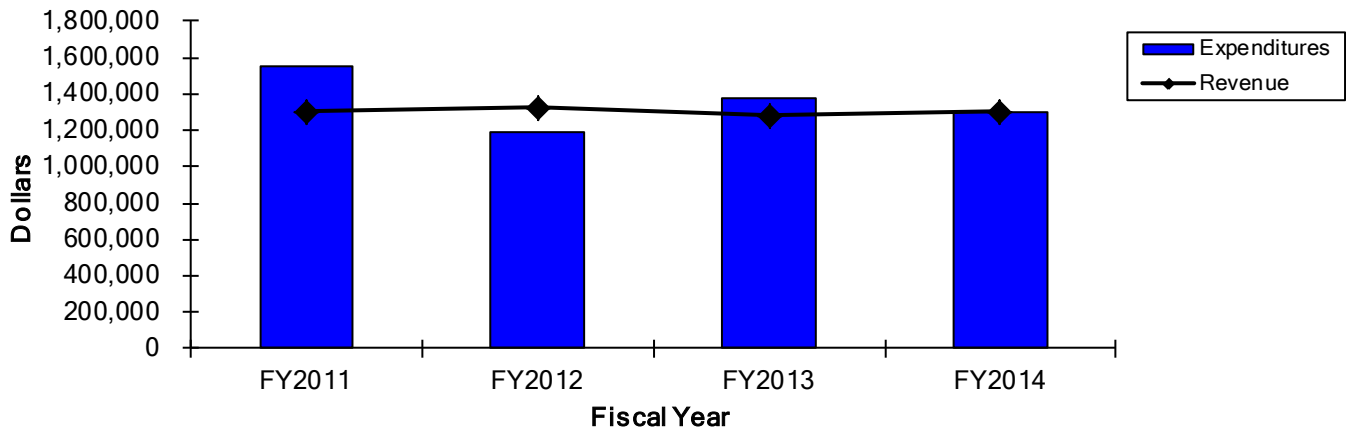


TOURISM FUND

BUDGET SUMMARY

	FY2011 Actual	FY2012 Actual	FY2013 Adopted Budget	Adopted Budget	FY2014 Change '13 to '14	
Costs						
Personnel ⁽¹⁾	\$136,525	\$160,631	\$188,445	\$192,250	\$3,805	2.02%
Operating	477,649	530,560	691,314	607,750	(83,564)	-12.09%
Transfer to the General Fund	480,000	500,000	500,000	500,000	0	0.00%
Capital	452,960	0	0	0	0	0.00%
Total	1,547,134	1,191,191	1,379,759	1,300,000	(79,759)	-5.78%
Revenue	1,303,845	1,324,216	1,279,759	1,300,000	20,241	1.58%
Inc/(Dec) to Fund Balance	\$243,289	(\$133,025)	\$100,000	\$0	(\$100,000)	100.00%

⁽¹⁾ A portion of the Deputy County Administrator/ Director of Economic, Development, Assistant Director of Economic Development, Economic Development Technician, and the Redevelopment Administrator and 100% of the Tourism Manager are funded by the Tourism Fund.



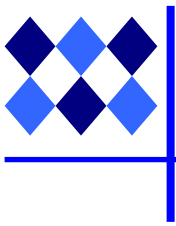
SIGNIFICANT BUDGET CHANGES

Personnel

- Health Insurance
- Full year of FY2013 pay for performance

Operating

- Decrease in special programs budget
- Suspended funding for Bluemont Concert Series



CORE SERVICES

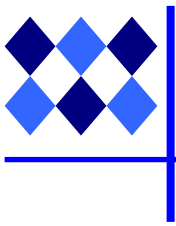
- Support new initiatives that enhance the visitor experience in Stafford.
- Work closely with individual properties, develop and implement niche marketing campaigns identify demographic matches to target and match potential visitors and marketing strategies to our offerings.
- Assist tourism venues in the development of new offerings and facilitate the venues to collaborate to attract bigger market segments
- 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, design assistance and idea generation
- Coordinate and advance the development of the 350th Anniversary programming and events for 2014
- Complete installation of wayfinding signs by 2014

DEPARTMENTAL SERVICE LEVELS

	Calendar Year 2011	Calendar Year 2012	Calendar Year 2013
Outcomes			
Visitation to Stafford Attractions	279,000*	247,000	247,000
Unique Visitors to www.TourStaffordVA.com	9,873	14,400	12,100
Electronic Media - Monthly ENews Subscribers	1,420	2,553	2,750
Social Media - Facebook	2395	542	825
	*FPED Year		



DEPARTMENTAL ACCOMPLISHMENTS

- Rebuilt and Launched Stafford Tourism Website with integrated data feed to aid area attractions and hotels from www.Virginia.org
- Rebrand and Promoted Regional Vacation Packaging initiative featuring Stafford Hotels
- Supervised a full year of planning, volunteer coordination and budgetary analysis for the 350th Anniversary program
- Coordinated the Stafford portion of a landmark, multi-jurisdictional, record-breaking reenactment event in December 2012 - "Fire on the Rappahannock"
- Developed a billboard campaign promoting overnight stays in our hotels, linking the slogan "Sleep in Stafford" with George Washington imaging
- Doubled our Facebook and Electronic Media Impact in the course of the calendar year
- Launched the Regional Grapes and Grains Trail in June 2012, with the participation of 4 wineries, 1 brewery and 1 distillery



TOURISM FUND

Revenues	FY12	FY13	FY14	Changes	
	Actuals	Adopted Budget	Adopted Budget	'13 to '14	
3% Occupancy Tax	\$771,219	\$763,125	\$780,000	\$16,875	2.2%
2% Occupancy Tax	515,517	511,634	520,000	8,366	1.6%
Other Revenue	37,484	5,000	0	(5,000)	-100.0%
Total	\$1,324,220	\$1,279,759	\$1,300,000	\$20,241	1.6%

Expenditures	FY12	FY13	FY14	Changes	
	Actuals	Adopted Budget	Adopted Budget	'13 to '14	
Operating	\$436,479	\$544,194	\$566,630	\$22,436	4.1%
Personnel	160,635	188,445	192,250	3,805	2.0%
Transfer to General Fund	500,000	500,000	500,000	0	0.0%
Tourism Programs	43,120	47,120	41,120	(6,000)	-12.7%
Prior Year Wayfinding Signs	42,509	0	0	0	0.0%
Wayfinding Signs (Use of Fund Balance)	0	100,000	0	(100,000)	-100.0%
Government Island	8,460	0	0	0	0.0%
Total	\$1,191,203	\$1,379,759	\$1,300,000	(\$79,759)	-5.8%

FUND BALANCE

	FY12	FY13	FY14	Changes	
	Actuals	Adopted Budget	Adopted Budget	'13 to '14	
Fund Balance, Beginning of Year	\$725,690	\$858,707	\$758,707	(\$100,000)	-11.6%
Revenues	1,324,220	1,279,759	1,300,000	\$20,241	1.6%
Expenditures	(1,191,203)	(1,379,759)	(1,300,000)	\$79,759	-5.8%
Fund Balance, End of Year	\$858,707	\$758,707	\$758,707	\$0	0.0%
Fund Balance Allocation:	\$858,707	\$758,707	\$758,707	\$0	0.0%
<u>Committed</u>					
Wayfinding (Sign Program)	\$750,000	\$650,000	\$650,000	\$0	0.0%
Commitment/Encumbrances	60,904	108,707	108,707	\$0	0.0%
<u>Assigned</u>	\$47,803	\$0	\$0	\$0	0.0%
Fund balance, end of year	\$858,707	\$758,707	\$758,707	\$0	0.0%



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	FY2012	FY2013	FY2013	FY2014	
	Actual	Adopted Budget	Adopted Budget	Changes '13 to '14	
Belmont	\$24,000	28,000	\$32,000	\$4,000	14%
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	10,000	0	(10,000)	-100%
Total	\$43,120	\$47,120	\$41,120	(\$6,000)	-13%

