

Economic Vitality and Neighborhoods

"I have lived in Hampton for almost 50 years, and our city is most definitely headed in the right direction. Residents and guests have many great choices for restaurants and entertainment."

Bob Boester

HOST OF TUESDAY NIGHT TRIVIA AT THE GREY GOOSE



8. Economic Vitality and Neighborhoods

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This section includes the individual budgets of the departments that comprise the Economic Vitality and Neighborhoods business team. Each department’s budget includes a three-year expenditure and position summary as well as a listing of PFT positions for the budgeted fiscal year. A budget note explaining any major changes to the departmental budget is also included.





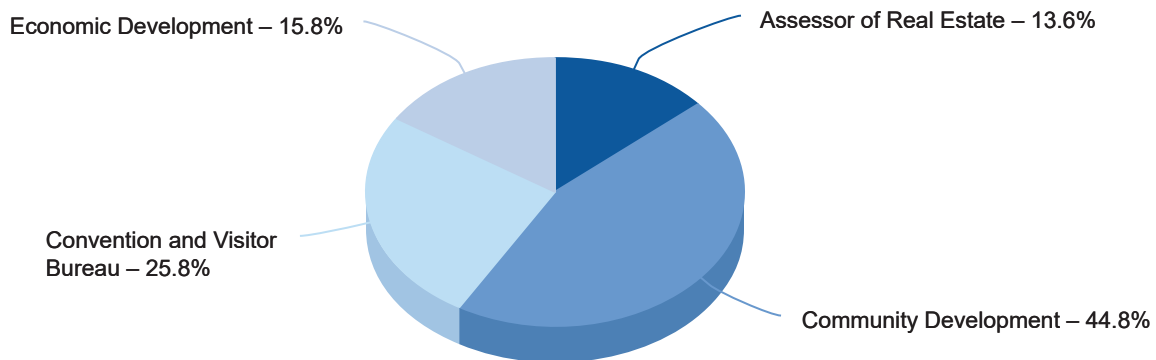
Mission

The goal of the Economic Vitality and Neighborhoods business team is to foster economic growth and ensure the City’s neighborhoods and communities are clean, properly ordered and resilient.

Departmental Breakdown

Departments	2020 Actual	2021 Actual	2022 Budget	2022 Adjusted	2023 Budget	Increase/ (Decrease)
Assessor of Real Estate	1,152,438	1,130,179	1,281,729	1,311,364	1,273,548	(37,816)
Community Development	2,895,719	3,159,567	3,675,908	3,747,053	4,184,974	437,921
Convention and Visitor Bureau	2,230,242	2,034,455	2,366,684	2,396,072	2,409,751	13,679
Economic Development	1,307,250	1,141,556	1,488,227	1,509,782	1,471,929	(37,853)
Grand Total	7,585,650	7,465,757	8,812,548	8,964,271	9,340,202	375,931

Percentage of Team’s FY 2023 Budget



* Note: Funding for the outside agencies in this business team is housed within Economic Development’s operating budget.





2023 PFT Positions

Position	# of PFT	Position	# of PFT
Appraisal Services Coordinator	1	Deputy City Assessor	1
Appraisal Technician	1	Jr. Appraiser	1
Appraiser	4	Real Estate Assesments Mgr	1
Appraiser - Senior	6	Real Estate Supv	1
City Assessor	1	Title Examiner	1
Grand Total:	18		

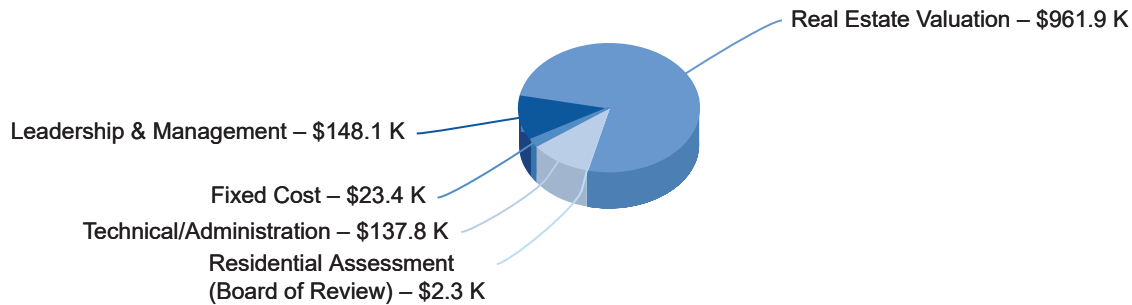
Performance Indicators

Indicator	Type	2020 Actual	2021 Actual	2022 Estimate	2023 Target
Assessment-Sales Ratio	Outcome	99%	100%	100%	100%
# of Parcels Inspected	Outcome	20,000	20,000	20,000	20,000
% of Completed Permits Processed at Land Book Creation	Outcome	100%	100%	100%	100%
# of Appeals Processes	Output	58	99	100	100
# of Parcels Assessed	Output	51,201	51,273	51,415	51,500
# of Parcels in Exemption Programs	Output	2,027	2,010	2,027	2,008



Services Breakdown and Descriptions

Total Funding:
\$1,273,548



Leadership & Management **\$148,094**

Provide leadership and management for all assessment and information functions and responsibilities. Oversee the annual reassessment program which becomes effective July 1st of each year and includes mailing change of assessment notices during the preceding months. Coordinate supplemental assessments of new construction throughout the year, as well as partial assessments, as of January 1st. Provide the forecast of taxable real property to the City Manager in the form of a preliminary Land Book by February 1st. Publish the Land Book, which provides the basis for the tax roll, by September 1st.

Real Estate Valuation **\$961,923**

Conduct complex research, analysis and valuation on all commercial and residential properties in the City annually. This research includes obtaining information from primary and secondary sources such as property owners, attorneys, real estate agents and other real estate professionals. Conduct office reviews of assessments, prepare cases to be presented to the Board of Review and provide expert witness for cases that progress to the court system. Assessments are also conducted for parcels being split or combined. Provide information to the public and internal customers within twenty-four hours of request.

Residential Assessment (Board of Review) **\$2,345**

Five-member citizen board, appointed by the City Council and authorized by the Municipal Code of the City of Hampton and the Code of Virginia to hear cases of assessment appeals each May and June, following the January mailing of change in assessment notices.

Technical/Administration **\$137,781**

Provide technical support and assistance with data entry and administrative support to the land use, exemption and rehabilitation tax credit programs, as well as the Board of Review. Update the property database with information from the Clerk of the Circuit Court on property transfers, wills conveying real estate, property splits and combinations, and ownership changes within ten days of notification. Change of address requests are normally updated within five days. Abatements and supplements are also processed.

Fixed Cost **\$23,405**

This service accounts for various fixed costs for the department, including auto/fleet, IT, and risk management costs.





2023 PFT Positions

Position	# of PFT	Position	# of PFT
Administrative Assistant	3	Land Development/env Inspec II	1
Administrative Assistant-sr	2	Neighborhood Development Assoc	5
Building Codes Inspec II	1	Permit Technician	2
Building Codes Inspector I	2	Permit Technician II	1
Building Official	1	Planner-senior	1
Business Services Coordinator	1	Planning & Zoning Mgr	1
Chief Neigh Development Spec	1	Plans Reviewer I	2
Chief Planner	1	Plans Reviewer II	2
City Planner	4	Plumbing/mech Inspec II	1
Code Official	1	Plumbing/mechanical Inspec I	2
Codes Compliance Inspec-senior	2	Resiliency Specialist	1
Codes Compliance Inspector	9	Senior Plans Reviewer	1
Dep Zoning Administrator	1	Site Plan/sub Div Agent	2
Deputy Director-comm Devel	1	Site/plan Review Chief Agent	1
Dev Services Center Mgr	1	Support Services Admin Coord	1
Director, Community Devel	1	Support Services Finance Coord	1
Electrical Inspec I	1	Support Services Project Coord	1
Electrical Inspec II	1	Zoning Official	3
Housing/neigh Services Mgr	1	Zoning Official-senior	1

Grand Total: 65

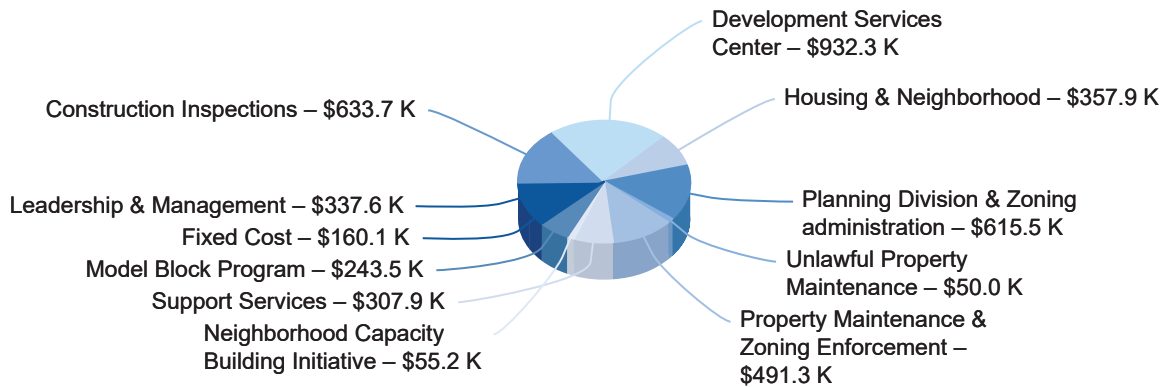
Performance Indicators

Indicator	Type	2020 Actual	2021 Actual	2022 Estimate	2023 Target
Average concurrence rate between staff and Boards and Commissions that we serve	Outcome	83%	82%	85%	85%
% of new construction inspections performed within 2 business days of request	Outcome	94%	98%	95%	95%
% of on-time plan review (residential=7 days, commercial=24 days, site plan=30 days, subdivision=60 days)	Outcome	82%	81%	90%	100%
% of Property Maintenance, Zoning and City Code violations closed on time	Outcome	92%	90%	95%	95%
# of direct connections made through neighborhood leader education, organization consulting and sponsored events	Output	5,610	4,181	4,200	4,500



Services Breakdown and Descriptions

Total Funding:
\$4,184,974



Leadership & Management \$337,634

Provide leadership and management for the Community Development Department so that the objectives of the Community Plan are met. Provide guidance for the daily activities of staff for the six major divisions of Community Development. Manage the budget and administrative functions of the department and provide technical resources for difficult issues.

Construction Inspections \$633,709

Perform inspections of new construction (building, plumbing, mechanical, fuel, gas, and electrical) to ensure compliance with the International Building Code, International Residential Code, International Plumbing Code, International Mechanical Code, International Fuel Gas Code, and the National Electrical Code. Provide timely response to inspection requests by performing them within two working days of their request.

Development Services Center \$932,260

Serve as a single point of contact for all regulated improvements to private property through the review and issuance of building, plumbing, mechanical and electrical permits, and the processing and cashing of permits. Improvements range from new office or industrial buildings, apartment complexes, commercial renovations, and retail buildings, to new, single-family dwellings, additions, repairs, fences and sheds. Assist property owners and developers in complying with site plan and subdivision requirements to enable development in the City.

Housing & Neighborhood \$357,911

Invest time and resources in neighborhoods by building the capacity of organizations; fostering community partnerships; directing strategic reinvestment; and improving civic engagement in order to ensure Hampton's neighborhoods are healthy and thriving places for all citizens to live, work and play. Provide educational opportunities, community engagement guidance, grant support, and housing policy leadership to city, non-profit and neighborhood leaders.

**Planning Division & Zoning administration** **\$615,507**

Provide strategic master plans, the Community Plan, and policies to support the major development decisions our community makes to achieve our vision of "Making Hampton the Most Livable City in Virginia." These plans and policies integrate the visions of residents, businesses and local officials into a strategy for managing change. Provide for the implementation of City plans and policies through evaluation of land use applications and administration of the zoning ordinance. Support the City's Planning Commission, Board of Zoning Appeals and the Wetlands Board. Provide technical support and information on development-related issues to residents and businesses.

Property Maintenance & Zoning Enforcement **\$491,255**

Perform proactive inspections and respond to complaints regarding existing structures, both residential and commercial, in an assigned geographic area to ensure compliance with the International Property Maintenance Code, the City of Hampton Zoning Ordinance and numerous other care of premise ordinances (weed and debris, inoperative vehicle, graffiti) so as to reduce substandard structures and structures with major and minor deterioration. Enforcement of the Zoning Ordinance ensures orderly land development. Enforcement of the Hampton Wetlands Ordinance and Chesapeake Bay Preservation District Ordinance helps preserve the environment. The funds for the Safe and Clean Initiative are also included under this category.

Support Services **\$307,936**

Provide records management, data collection (performance and otherwise), leadership for all department technology (including BasicGov), clerical support to the five Boards/Commissions, and administrative support to the Director, Deputy Director, and the five department divisions that include the activities of budgeting/procurement, payroll, leave management, and back-up processing and cashing of permits, budget oversight, citizen inquiries, and Freedom of Information Act requests.

Neighborhood Capacity Building Initiative **\$55,188**

Work in key neighborhoods to: 1) build stronger relationships with neighborhood leaders; 2) improve the ability of neighborhood leaders to foster a sense of community, develop effective communication structures, establish priorities, and achieve community goals; and 3) support the development of community partnerships that leverage resources to support neighborhood priorities.

Unlawful Property Maintenance **\$50,000**

Perform inspections and provide for the removal of shrubs, trees and other undergrowth which are found to be in violation of City Code.

Model Block Program **\$243,515**

Assemble between five to ten, small postwar homes to renovate as a model block to show how new life could be infused to older housing stock that is not currently competitive in the market.

Fixed Cost **\$160,059**

This service accounts for various fixed costs for the department, including auto/fleet, IT, and risk management costs.



2023 PFT Positions

Position	# of PFT	Position	# of PFT
Admin Services Manager	1	Group Services Mgr-senior	1
Dir, Convention & Visitors	1	Media Relations Manager	1
Director Sales Conv & Tour	1	Media Relations Specialist	1
Director, Media & Comm Rel	1	Office Specialist	1
Group Sales Manager	4	Sports & Event Services Mgr	1
Group Sales Manager-senior	1		
Grand Total:	14		

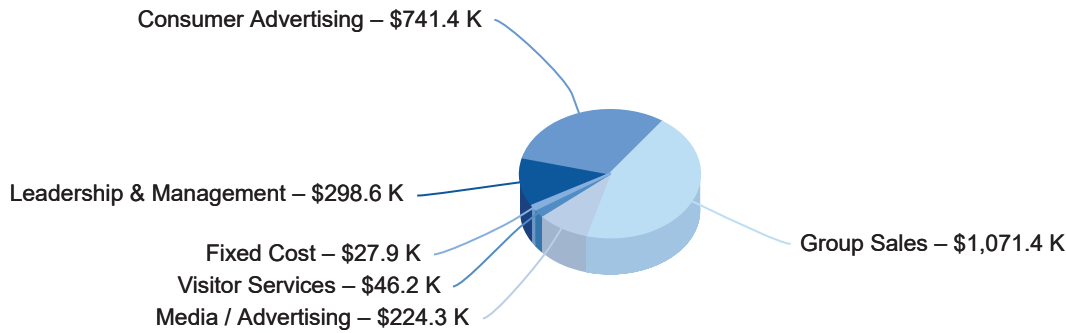
Performance Indicators

Indicator	Type	2020 Actual	2021 Actual	2022 Estimate	2023 Target
# of Hotel room nights booked City-wide in Hampton	Outcome	605,607	428,440 ytd Oct	630,000	650,000
# of Groups Serviced	Outcome	85	29	40	90
# of visitors to VisitHampton.com	Outcome	404,859	96,329 ytd Oct.	250,000	300,000
# of RFPs received	Outcome	128	51	100	130
# of room nights booked based on ERA proforma for Hampton Roads Convention Center	Outcome	105	25	80	100
# of group leads distributed	Output	211	117	150	200
# of media releases distributed	Output	92	29	50	75



Services Breakdown and Descriptions

**Total Funding:
\$2,409,751**



Leadership & Management \$298,603

Provide strategic planning and vision for the department. This service also handles all accounting and human resource management for the department and ensures compliance with all City of Hampton policies and procedures.

Consumer Advertising \$741,383

Create advertisements and special messaging for each audience and demographic targeted by the Convention and Visitor Bureau including leisure, meeting, athletic, boaters and other special interests.

Group Sales \$1,071,401

Promote and sell Hampton to meetings, conventions and events and coordinates customized services for each group convening or competing in Hampton.

Media / Advertising \$224,267

Creative development of promotional campaigns and advertising used to market Hampton as a tourism destination. Design and produce of all branded materials. Work with travel journalists to produce third-party credible articles on Hampton.

Visitor Services \$46,214

Provide front-line interaction with visitors by operating the visitor center in downtown Hampton and visitor intercept locations at the Maritime Center, Virginia Air & Space Center and in the Hampton Roads Convention Center. In addition, staff sells and markets to American Automobile Association offices in the mid-Atlantic region to promote Hampton as a destination to their traveling public. State Welcome Center demonstrations and staff education are also the responsibility of this team.

Fixed Cost \$27,883

This service accounts for various fixed costs for the department, including auto/fleet, IT, and risk management costs.





2023 PFT Positions

Position	# of PFT	Position	# of PFT
Administrative Assistant	1	Director, Development	1
Asset Manager/development	1	Finance/administrative Mgr	1
Bus Dev Coord-phoebus Partners	1	Marketing/develop Mgr	1
Bus Dev Coord-res & Marketing	1	Sr Bus Dev Mgr Sm Bus Wf Devel	1
Business Development Manager	2	Sr Project Developmment Mgr	1
Business Development Mgr-sr	2	Workforce Development Spec	1
Grand Total:	14		

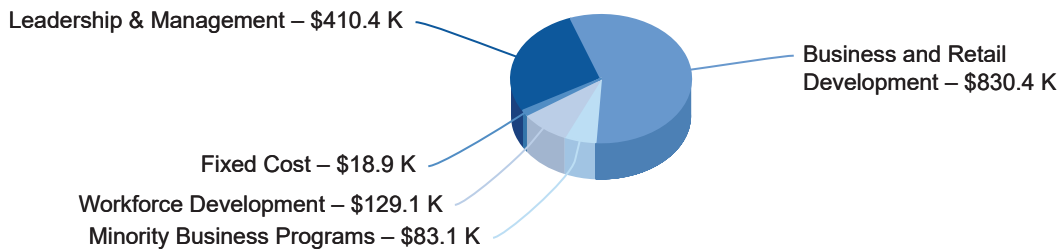
Performance Indicators

Indicator	Type	2020 Actual	2021 Actual	2022 Estimate	2023 Target
# of business licenses issued or renewed	Explanatory	8,047	9,627	9,000	9,500
# of SWaM Certified Businesses					
Department of Small Business & Supplier Diversity Directory	Explanatory	228	227	300	300
% of taxable commercial real estate in the City	Explanatory	20.30%	16%	20%	19%
# of meetings held with existing or prospective businesses on capital investment and job creation	Output	773	645	660	670



Services Breakdown and Descriptions

Total Funding:
\$1,471,929



Leadership & Management **\$410,435**

Provide leadership and management to the staff of the Economic Development Department in order to implement the Department’s goals and objectives of increasing revenue for the City by encouraging and facilitating growth in the business tax base and taxable sales, increasing employment opportunities, and supporting the growth of procurement opportunities for minority-owned and womanowned businesses.

Business and Retail Development **\$830,401**

Increase Hampton’s business tax base and employment opportunities by focusing on business attraction, retention and expansion. This is accomplished through business visits, participation in marketing missions, attendance at trade shows and conferences, strategic communications with businesses inside and outside of the City and State, and hosting and/or sponsoring business related events.

Minority Business Programs **\$83,084**

Provide support for the growth of minority and woman-owned businesses in the City of Hampton. This is done by cultivating and developing the program and implementing policies that facilitate increased utilization by the City and Hampton City Schools of minority and woman-owned businesses in procuring goods and services. Training events are developed and promoted to assist small, minority and woman-owned businesses with business growth and stability.

Workforce Development **\$129,074**

Coordinate the delivery and utilization of workforce development programs to increase the skillset and employability of Hampton citizens. Work with existing employers to develop and have access to a reliable and skilled workforce

Fixed Cost **\$18,935**

This service accounts for various fixed costs for the department, including auto/fleet, IT, and risk management costs.

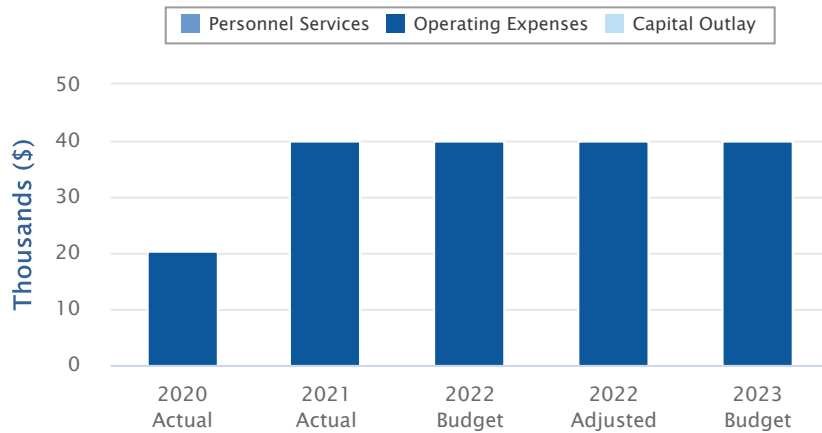


Contributions to Outside Agencies ~ Host Department: Partnership for a New Phoebus

Mission

The mission of the Partnership for a New Phoebus is to enhance the quality of life for citizens in the Phoebus area of by improving, conserving and revitalizing businesses, housing, social and economic conditions.

Expenditure Summary and History



	2020 Actual	2021 Actual	2022 Budget	2022 Adjusted	2023 Budget	Increase / (Decrease)
Personnel Services	0	0	0	0	0	0
Operating Expenses	20,450	40,000	40,000	40,000	40,000	0
Capital Outlay	0	0	0	0	0	0
Grand Total	20,450	40,000	40,000	40,000	40,000	0

Budget Note

This is a maintenance level budget.

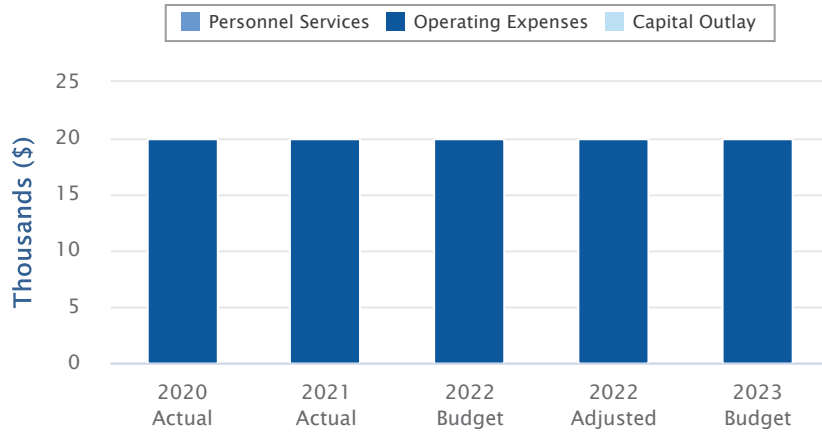


**Contributions to Outside
Agencies ~ Host
Department:
Phoebus Events, LLC.**

Mission

Phoebus Events, LLC, in collaboration with the Partnership for a New Phoebus, plans and organizes community gatherings such as art events, live entertainment at the Phoebus Waterfront Park, etc., to provide outreach opportunities for potential new homeowners to join the community and for businesses to reach new customers.

Expenditure Summary and History



	2020 Actual	2021 Actual	2022 Budget	2022 Adjusted	2023 Budget	Increase / (Decrease)
Personnel Services	0	0	0	0	0	0
Operating Expenses	20,000	20,000	20,000	20,000	20,000	0
Capital Outlay	0	0	0	0	0	0
Grand Total	20,000	20,000	20,000	20,000	20,000	0

Budget Note
This is a maintenance level budget.

