



## 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.





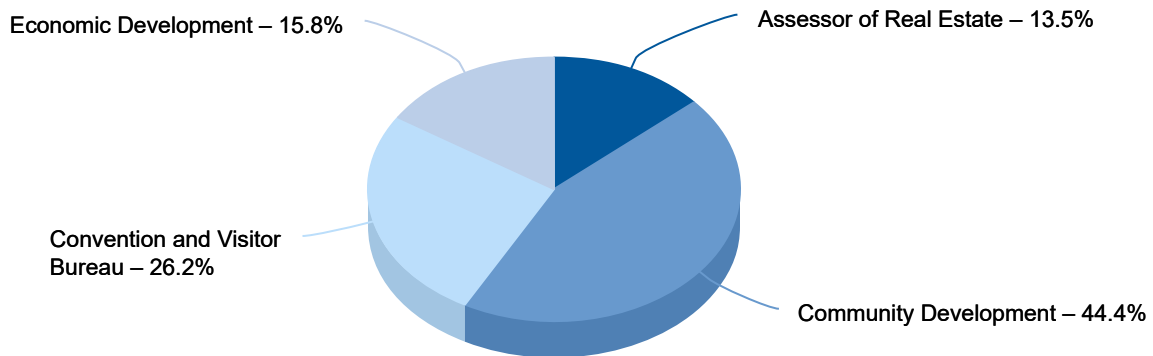
**Mission**

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	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
Assessor of Real Estate	1,130,179	1,174,133	1,273,548	1,332,136	1,335,898	3,762
Community Development	3,159,567	3,241,558	4,184,974	4,313,608	4,381,877	68,269
Convention and Visitor Bureau	2,034,455	2,570,978	2,409,751	2,466,224	2,588,892	122,668
Economic Development	1,141,556	1,369,661	1,471,929	1,519,050	1,561,004	41,954
<b>Grand Total</b>	<b>7,465,757</b>	<b>8,356,330</b>	<b>9,340,202</b>	<b>9,631,018</b>	<b>9,867,671</b>	<b>236,653</b>

**Percentage of Team’s FY 2024 Budget**



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

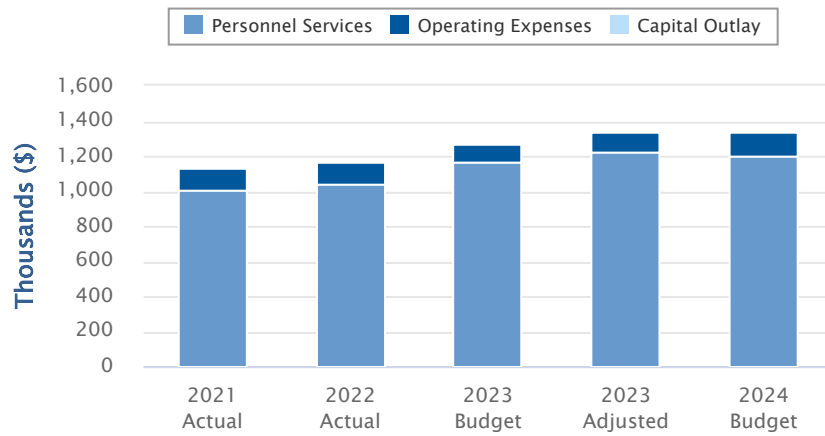




**Mission**

The mission of the Assessor of Real Estate is to fairly and equitably assess real estate in the City of Hampton annually and provide accurate property information under the authority of the Constitution of Virginia, Code of Virginia, and Municipal Code of Hampton. All of this is completed in accordance with professional practice standards.

**Expenditure Summary and History**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
Personnel Services	1,003,212	1,038,412	1,160,366	1,218,954	1,204,137	(14,817)
Operating Expenses	126,967	130,950	113,182	113,182	131,761	18,579
Capital Outlay	0	4,771	0	0	0	0
<b>Grand Total</b>	<b>1,130,179</b>	<b>1,174,133</b>	<b>1,273,548</b>	<b>1,332,136</b>	<b>1,335,898</b>	<b>3,762</b>

**Permanent Full-Time (PFT) Staffing History**

	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
PFT Positions	18.0	18.0	18.0	18.0	18.0	0.0

**Budget Note**

The FY23 Adjusted budget reflects pay increases previously budgeted in Retirement and Employee Benefits. This is a maintenance level budget.



**2024 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
<b>Grand Total:</b>	<b>18</b>		

**Performance Indicators**

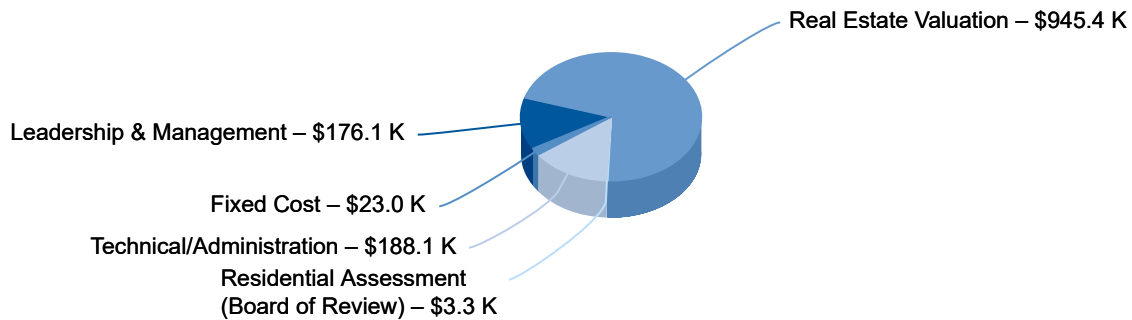
Indicator	Type	2021 Actual	2022 Actual	2023 Estimate	2024 Target
Assessment-Sales Ratio	Outcome	100%	100%	100%	100%
# of Parcels Inspected	Outcome	20,000	20,000	20,000	20,000
% of Completed Permits Processed at Land Book Creation	Outcome	100%	100%	100%	100%
# of Appeals Processes	Output	99	140	100	100
# of Parcels Assessed	Output	51,273	51,342	51,500	51,500
# of Parcels in Exemption Programs	Output	2,010	2,008	2,008	2,000





**Services Breakdown and Descriptions**

**Total Funding:**  
**\$1,335,898**



**Leadership & Management** **\$176,092**

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** **\$945,395**

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)** **\$3,300**

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, that hears cases of assessment appeals each May and June, following the January mailing of change in assessment notices.

**Technical/Administration** **\$188,127**

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** **\$22,984**

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

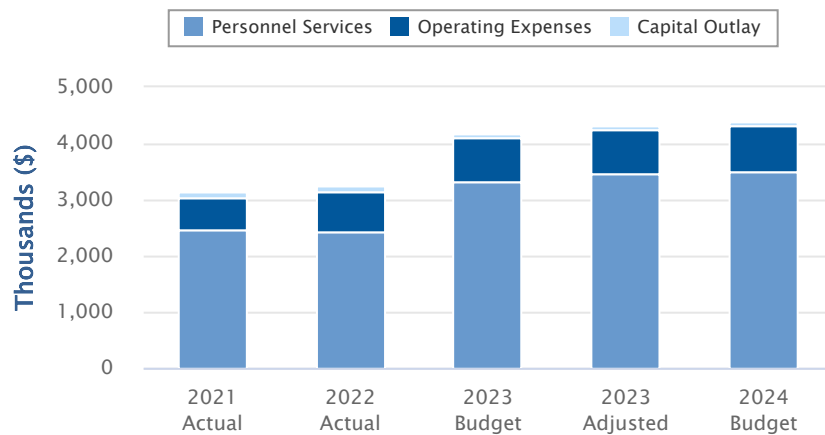




**Mission**

The mission of Community Development is to promote the health, safety and welfare of citizens, neighborhoods and districts through orderly land use and development. Additionally, Community Development seeks to preserve historic and natural resources in an efficient and effective manner, which contributes to the goal of making Hampton the most livable City in Virginia.

**Expenditure Summary and History**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
Personnel Services	2,447,560	2,421,419	3,322,513	3,451,147	3,498,180	47,033
Operating Expenses	600,819	721,975	782,061	782,061	807,797	25,736
Capital Outlay	111,188	98,164	80,400	80,400	75,900	(4,500)
<b>Grand Total</b>	<b>3,159,567</b>	<b>3,241,558</b>	<b>4,184,974</b>	<b>4,313,608</b>	<b>4,381,877</b>	<b>68,269</b>

**Permanent Full-Time (PFT) Staffing History**

	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
PFT Positions	55.0	56.0	65.0	65.0	69.0	4.0

**Budget Note**

The FY23 Adjusted budget reflects pay increases previously budgeted in Retirement and Employee Benefits. The net increase is due to filling vacant positions at salaries lower than previous incumbents; adding three (3) permanent full-time (PFT) Code Inspector positions and operating expenses to support strategically-targeted enforcement; a PFT Deputy Director position; and, fixed costs.



**2024 PFT Positions**

Position	# of PFT	Position	# of PFT
Administrative Assistant	3	Neighborhood Development Assoc	5
Administrative Assistant-Sr	2	Permit Technician	3
Building Codes Inspec II	1	Planner-Senior	1
Building Codes Inspector I	2	Planning & Zoning Mgr	1
Building Official	1	Plans Reviewer I	2
Chief Neigh Development Spec	1	Plans Reviewer II	2
Chief Planner	1	Plumbing/Mech Inspec II	1
City Planner	4	Plumbing/Mechanical Inspec I	2
Code Official	1	Resiliency Specialist	1
Codes Compliance Inspec-senior	2	Senior Plans Reviewer	1
Codes Compliance Inspector	12	Site Plan/Sub Div Agent	2
Dep Zoning Administrator	1	Site/plan Review Chief Agent	1
Deputy Director-Comm Devel	2	Small Bus Proj Coord/cs Ombud	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 Administrator	1
Housing/Neigh Services Mgr	1	Zoning Official	2
Land Development/env Inspec II	1	Zoning Official-Senior	1

**Grand Total: 69**

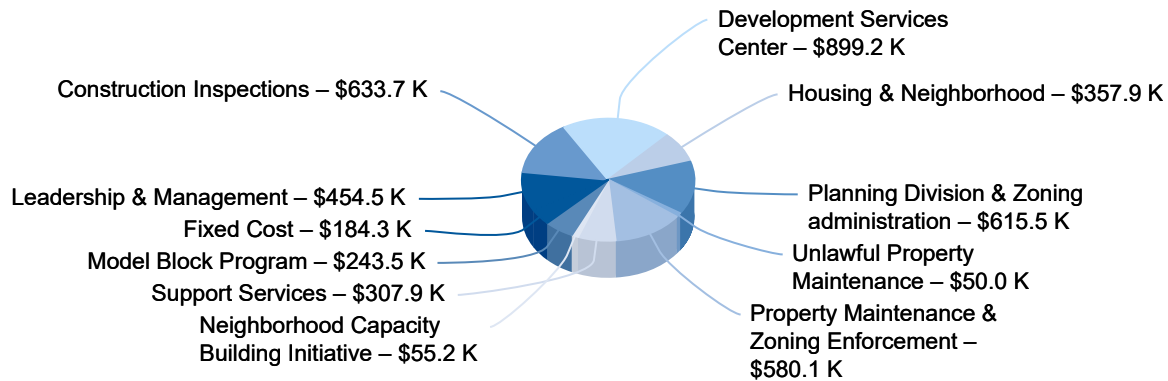
**Performance Indicators**

Indicator	Type	2021 Actual	2022 Actual	2023 Estimate	2024 Target
Average concurrence rate between staff and Boards and Commissions that we serve	Outcome	82%	86%	85%	85%
% of new construction inspections performed within 2 business days of request	Outcome	98%	96%	95%	95%
% of on-time plan review (residential=7 days, commercial=24 days, site plan=30 days, subdivision=60 days)	Outcome	81%	89%	100%	100%
% of Property Maintenance, Zoning and City Code violations closed on time	Outcome	90%	95%	95%	95%
# of direct connections made through neighborhood leader education, organization consulting and sponsored events	Output	4,181	3,127	4,500	4,750



**Services Breakdown and Descriptions**

**Total Funding:  
\$4,381,877**



**Leadership & Management \$454,521**

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 \$899,185**

Serve as a single point of contact for all regulated improvements to private and public properties through informal pre-application/pre-development conferences, formal plan review and approval of proposed private and public site infrastructure (civil designs), building plans/construction documents, issuance of building, plumbing, mechanical, electrical, zoning, land disturbance, and public right-of-way permits, and processing and cashiering of plan review and permit fees. The types of physical property improvements range from new buildings, structures, renovations, repairs, and additions to existing buildings and structures for all forms of commercial, residential, manufacturing, industrial, institutional and municipal land uses. Assist property owners and developers with timely code compliant subdivision of land and adjustment of existing property lines, enabling further development of 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. Supports the Hampton Neighborhood Initiative and the Neighborhood Commission by providing civic education opportunities, community engagement guidance, reinvestment grant support, board development, 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 \$580,110**

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). These Inspections help 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 six department divisions that include the activities of budgeting/procurement, payroll, leave management, budget oversight, citizen inquiries, Freedom of Information Act (FOIA) requests, and back-up processing and cashing of permits.

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

Provide skilled expertise to several neighborhoods of focus in order 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 \$184,295**

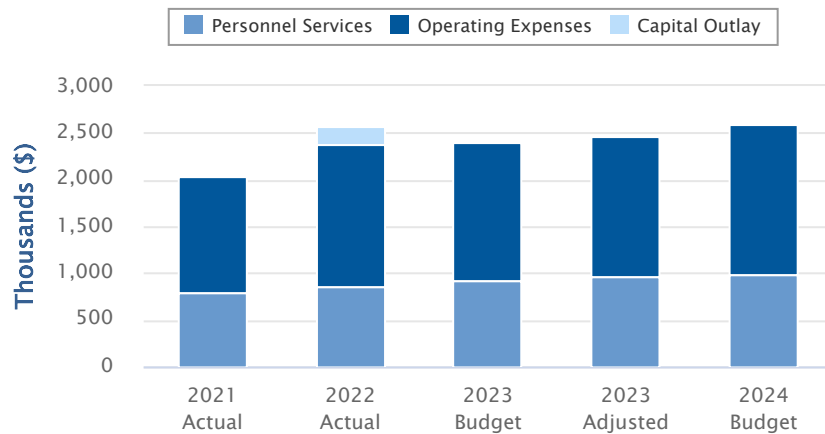
This service accounts for various fixed costs for the department, including auto/fleet, IT, and risk management costs.



**Mission**

The mission of the Convention and Visitor Bureau (CVB) is to generate revenue for the City by marketing Hampton as a destination to travelers, for both business and leisure, thus producing revenue in the form of lodging, meal, retail, admission and other associated taxes.

**Expenditure Summary and History**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
Personnel Services	786,944	863,563	911,623	968,096	987,132	19,036
Operating Expenses	1,246,603	1,520,490	1,498,128	1,498,128	1,601,760	103,632
Capital Outlay	908	186,925	0	0	0	0
<b>Grand Total</b>	<b>2,034,455</b>	<b>2,570,978</b>	<b>2,409,751</b>	<b>2,466,224</b>	<b>2,588,892</b>	<b>122,668</b>

**Permanent Full-Time (PFT) Staffing History**

	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase/ (Decrease)
PFT Positions	14.0	14.0	14.0	14.0	14.0	0.0

**Budget Note**

The FY23 Adjusted budget reflects pay increases previously budgeted in Retirement and Employee Benefits. The net increase in this budget is also attributed to reclassifying an Office Specialist position to a Group Specialist position; inflation adjusted funding for enhanced event bid packages; and, an increase in fixed costs.



### 2024 PFT Positions

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

### Performance Indicators

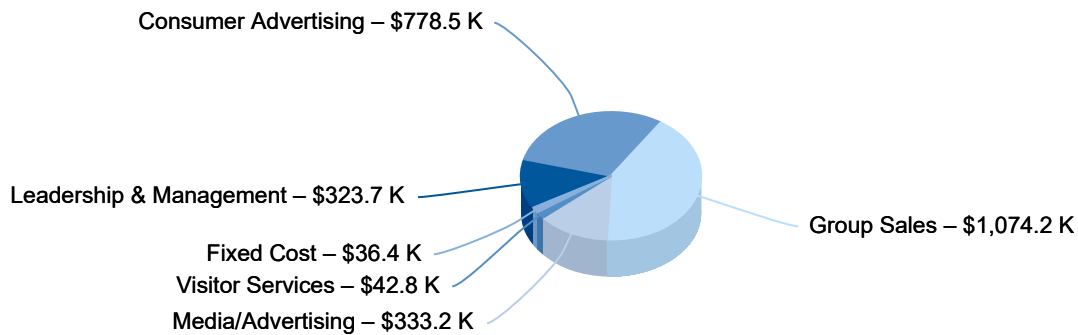
Indicator	Type	2021 Actual	2022 Actual	2023 Estimate	2024 Target
# of Hotel room nights booked City-wide in Hampton	Outcome	428,440	606,865	650,000	700,000
# of Groups Serviced	Outcome	29	74	90	90
# of visitors to VisitHampton.com	Outcome	96,329	253,213	300,000	300,000
# of RFPs received	Outcome	51	93	130	110
# of room nights booked based on ERA proforma for Hampton Roads Convention Center	Outcome	25	158	100	150
# of group leads distributed	Output	117	172	200	190
# of media releases distributed	Output	29	35	75	40





**Services Breakdown and Descriptions**

**Total Funding:  
\$2,588,892**



**Leadership & Management \$323,746**

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 \$778,548**

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 \$1,074,233**

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

**Media/Advertising \$333,159**

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

**Visitor Services \$42,844**

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 \$36,362**

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

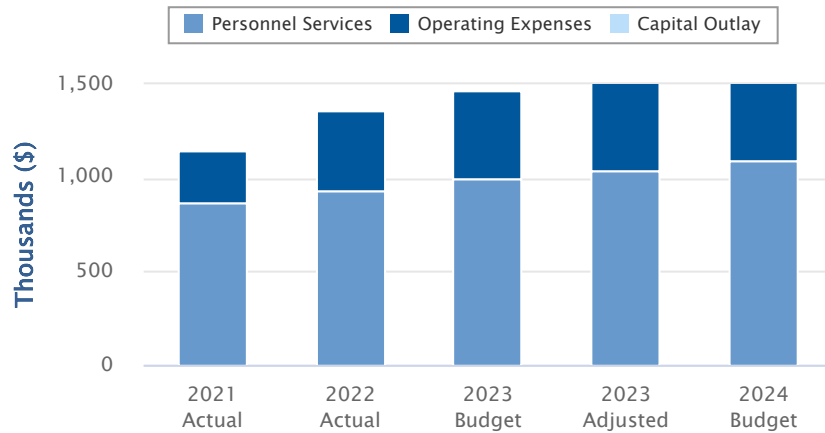




**Mission**

The mission of Economic Development is to increase revenue for the City by encouraging and facilitating growth of Hampton's tax base and taxable sales, minority businesses and employment opportunities.

**Expenditure Summary and History**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase / (Decrease)
Personnel Services	867,329	927,028	996,616	1,043,737	1,088,186	44,449
Operating Expenses	273,954	438,442	475,313	475,313	472,818	(2,495)
Capital Outlay	273	4,191	0	0	0	0
<b>Grand Total</b>	<b>1,141,556</b>	<b>1,369,661</b>	<b>1,471,929</b>	<b>1,519,050</b>	<b>1,561,004</b>	<b>41,954</b>

**Permanent Full-Time (PFT) Staffing History**

	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase / (Decrease)
PFT Positions	13.0	14.0	14.0	14.0	14.0	0.0

**Budget Note**

The FY23 Adjusted budget reflects pay increases previously budgeted in Retirement and Employee Benefits. The net increase in this budget is attributed to filling vacant positions at salaries higher than the previous incumbents.



**2024 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	Small Bus Devel Specialist	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
<b>Grand Total:</b>	<b>14</b>		

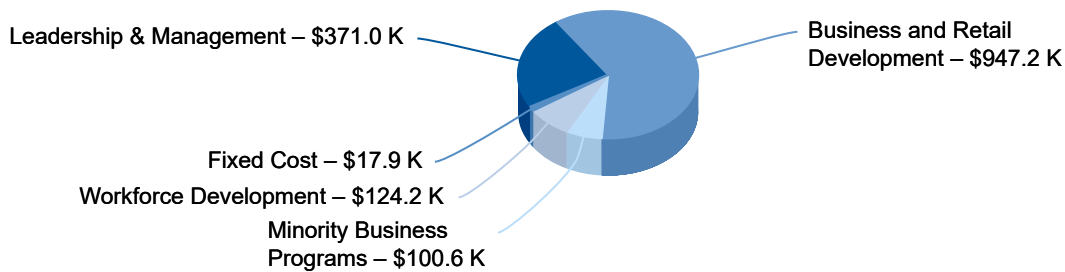
**Performance Indicators**

Indicator	Type	2021 Actual	2022 Actual	2023 Estimate	2024 Target
# of business licenses issued or renewed	Explanatory	9,627	9,743	9,500	9,600
# of SWaM Certified Businesses					
Department of Small Business & Supplier Diversity Directory	Explanatory	227	264	300	300
% of taxable commercial real estate in the City	Explanatory	16%	15%	19%	19%
# of meetings held with existing or prospective businesses on capital investment and job creation	Output	645	865	670	750



**Services Breakdown and Descriptions**

**Total Funding:**  
**\$1,561,004**



**Leadership & Management** **\$371,043**

Provide leadership and management to implement the goals and objectives of increasing revenue 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 women-owned businesses.

**Business and Retail Development** **\$947,248**

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** **\$100,606**

Provide support for the growth of minority and woman-owned businesses in the City of Hampton. This is accomplished by cultivating and developing the program and implementing policies that facilitate increased use 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** **\$124,225**

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

**Fixed Cost** **\$17,882**

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

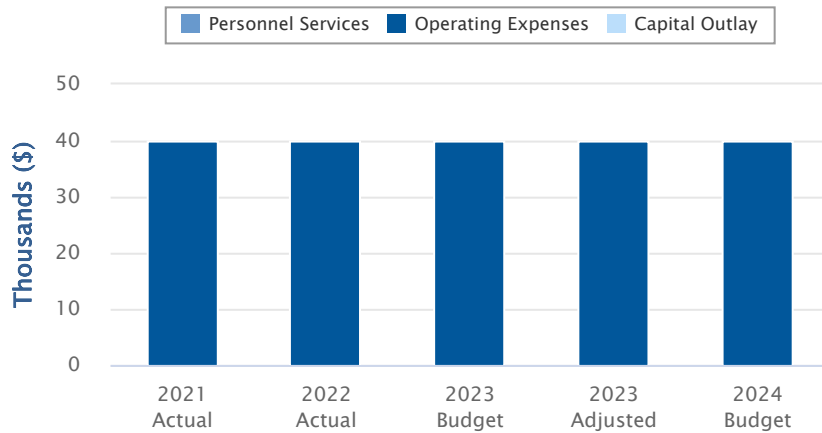


**Contributions to Outside  
Agencies ~ Host  
Department:  
Partnership for a New  
Phoebus**

**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**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 Budget	Increase / (Decrease)
Personnel Services	0	0	0	0	0	0
Operating Expenses	40,000	40,000	40,000	40,000	40,000	0
Capital Outlay	0	0	0	0	0	0
<b>Grand Total</b>	<b>40,000</b>	<b>40,000</b>	<b>40,000</b>	<b>40,000</b>	<b>40,000</b>	<b>0</b>

**Budget Note**  
This is a maintenance level budget.

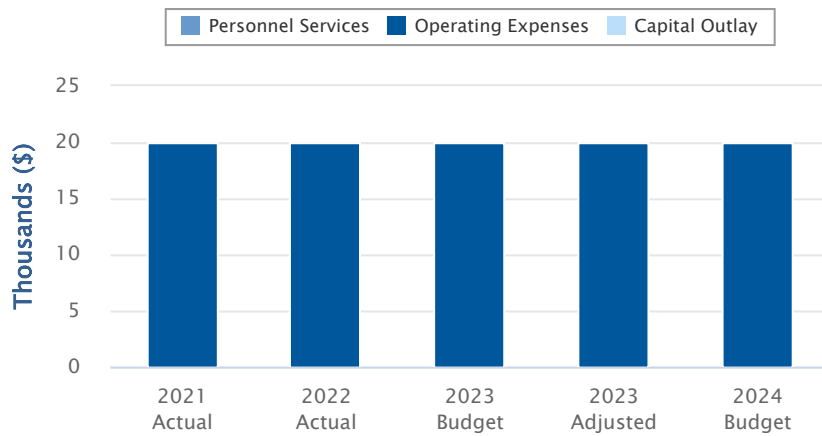


**Contributions to Outside  
Agencies ~ Host  
Department:  
Phoebus Events, LLC.**

**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**



	2021 Actual	2022 Actual	2023 Budget	2023 Adjusted	2024 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
<b>Grand Total</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>20,000</b>	<b>0</b>

**Budget Note**  
This is a maintenance level budget.

