



FY 2021 Recommended Budget Budget Question

Board Question #: 32

BUDGET QUESTION: Please provide more information about the Planning/Marketing analysis study.

RESPONDING DEPARTMENT/OFFICE: Planning/Budget

RESPONSE: Below is the justification for the request, as well as the impact of the request not being funded. Please note that this analysis study is proposed to be funded with one-time money – half from the General Fund balance and half from what was previously the EDO Fund balance and is now rolled into the General Fund balance.

Consultant Funding (Planning)

TOTAL COST \$75,000

Justification of request

In order to effectively plan for the future and strategically position the County to sustain the Board of Supervisor's Vision, we need to have a better understanding of where Spotsylvania County fits in the market now and how it will fit in the future. Questions that have been raised by elected and appointed officials and citizens could be answered through this analysis. These may include such questions as: 1) Is the 70% residential/30% non-residential growth rate an appropriate goal?, 2) What is a healthy growth rate and what are the components to that growth rate?, 3) What types of housing will be demanded in the future considering our demographics?, 4) What amount and type of commercial can the community support?, 5) How will technological changes affect our economy and land uses and how can we be best positioned to adapt to changes?, 6) Is there a recommended "ideal" land use mix the County should seek considering land area devoted to residential, industrial, mixed use, office, commercial-retail?, 7) What class of office space should the County be encouraging the private market to construct to attract businesses?, 8) What industries is Spotsylvania ideally suited to target, and how can Spotsylvania better position itself to attract them?, and 9) are their untapped opportunities in the County's rural areas to encourage and attract economic development and tourism that is low-impact and complementary to the character of the area?

Impact/consequence of not funding this request

The County will not benefit from the insight of a detailed market analysis in planning for the future. The findings of the market study would benefit several departments and the Board of Supervisors in focusing resources and energy, and aid in the development of strategies to implement the County's Strategic Plan goals.

ESTIMATE OF STAFF TIME SPENT ON RESPONSE: 10 minutes