

MEMORANDUM

DATE: June 13, 2000
TO: The Board of Supervisors
FROM: Keith A. Taylor, Economic Development Director
SUBJECT: Carry Forward Funds - Marketing CD

The Office of Economic Development uses various promotional tools for business attraction purposes, many of which are provided at little or no cost to the jurisdiction by Virginia Power's economic development support program. The trend today is toward the use of CD ROMs, which can vary widely in production cost depending on an individual jurisdiction's requirements, and Virginia Power will provide \$6,000 per jurisdiction for such CDs and will use its quantity buying power to manage each project. Economic development offices are then free to add further funding to achieve the ultimate level of product that satisfies the needs of individual marketing programs.

The Board authorized FY 2000 funds for the Office of Economic Development to have a CD ROM produced, and staff has researched the likely cost of producing the level of products it feels would be appropriate for James City County's marketing program. I hereby request the approved funds, totaling \$10,000, be carried forward into FY 2001 for the purpose of pursuing creation of a CD ROM. While we expect to partner with Virginia Power and take advantage of the \$6,000 the company is willing to invest, we will be soliciting quotes from other companies under Virginia procurement requirements. Your approval of the attached resolution is requested.

Keith A. Taylor

CONCUR:

Sanford B. Wanner

KAT/tlc
idatrans2.mem

Attachment