

AGENCY 16 - Economic Development Authority

FY 2010 LINES OF BUSINESS (LOBs) REDUCTION OPTIONS

OVERALL AGENCY LOB REDUCTION TARGET = \$1,032,553

LOB INFORMATION									IMPACT
Reduction Priority	LOB #	LOB Title	LOB Reduction Description	LOB Position Reduction	LOB SYE Reduction	TOTAL Reduction (EXPENSES)	TOTAL Reduction (REVENUE)	NET Reduction	
1	16-01	Economic Development Authority	Eliminate advertising program	0	0.0	\$910,000	\$0	\$910,000	The advertising program has been a key component to building outreach to businesses over the last 30 years. The elimination of this award-winning program would mean losing: 70 million advertising impressions in 2010; 2 million messages to prospects in key markets that search for information via the Internet; the ability to reach 20 million travelers through Dulles Airport; the opportunity to demonstrate confidence to the business community that job growth can help solve the budget problem; and the opportunity to demonstrate to residents that a robust economy supports their quality of life.
2	16-01	Economic Development Authority	Eliminate web site upgrade	0	0.0	\$30,000	\$0	\$30,000	Eliminate increased functionality and ease of finding information for visitors to the site.
3	16-01	Economic Development Authority	Reduce marketing database support	0	0.0	\$10,000	\$0	\$10,000	Organization will develop alternate means of maintenance.
4	16-01	Economic Development Authority	Reduce Events	0	0.0	\$14,500	\$0	\$14,500	Reducing visibiilty to the business community, particularly, small, minority and woman-owned businesses. Reducing events targeted to retaining businesses.
5	16-01	Economic Development Authority	Eliminate WITSA contribution	0	0	\$12,500	\$0	\$12,500	Reducing visibiilty in the global information technology community. WITSA members represent over 90% of the world IT market.
6	16-01	Economic Development Authority	Reduce marketing support	\$ -	\$ -	\$55,600	\$0	\$55,600	Fewer paper publications would be produced; fewer staff subscriptions to industry publications; no new photography; constricted use of contractors.
TOTAL REDUCTION ACHIEVED = 15 PERCENT				0	0.0	\$1,032,600	\$0	\$1,032,600	