



Response to Questions on the FY 2010 County's Line of Business & Schools Program Review Processes Fall 2008

Request By: Supervisor Bulova

Question: Are there any efficiencies or redeployments within the EDA budget itself that could be included as part of the agency's LOB proposal?

Response: The EDA has identified efficiencies in three areas that should be included as part of the LOB proposal.

Northern Virginia Life Sciences Communities – Efficiency: \$16,000

The EDA has joined with Arlington Economic Development, George Mason University, Loudoun County Department of Economic Development, and the Prince William County Department of Economic Development to work together as Northern Virginia Life Sciences Communities (NVSLC) in promoting the Northern Virginia region as a significant region for the life sciences industry. As part of NVLSC, the EDA achieved \$16,000 in cost savings in promotional materials, memberships, conference exhibit fees and sponsorships.

Printing – Efficiency: \$12,000

The EDA prints the “Doing Business in Fairfax County” handbook biennially and also has it available online. The EDA will no longer print hard copies of the book but will continue to make it available in its entirety online.

Cooperative Advertising – Efficiency: Up to \$20,000

The EDA is in the process of exploring cooperative advertising options with non-profit organizations, such as George Mason University and the Fairfax County Visitors Association, where we may be able to combine advertising dollars and thereby expand the reach to similar audiences. Initial responses indicate that there is some interest, but like the EDA, these organizations have budget challenges and limited dollars to contribute to an advertising program.