Selling Sussex County

Todd F. Lawson, Sussex County Administrator
October 29, 2014
“Selling Sussex County”
What Sells Sussex?

To Citizens
• Low taxes
• Quality of Life
• Natural beauty

To Businesses
• Ease of doing business
• Workforce
• Reasonable costs
Selling Sussex – Related Factors

- Health care
- Lifestyle
- Education
- Services & Amenities
The Sussex Selling Formula

Balanced approach

Low Taxes

Quality Services
Selling Sussex - Economic Development

- Retain and expand existing businesses
- Recruit new businesses
- Collaborate with stakeholders
- Remain positive on our outlook
Selling Sussex – Positive Trends

2014 Percentage Increase over 2013

- Building Inspections – 31%
- Building Permits – 17%
- Fire Service Fee – 20%
- Mobile Home Placement Fee – 13%
- Realty Transfer Tax – 20%
- Private Road Review & Inspection – 32%
**Selling Sussex – Continued Improvements**

**2014: Sussex continues efforts to improve service**

New look administration building will offer one-stop shopping

By Ron MacArthur
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Sussex County government will continue to improve its efficiency and effectiveness in the coming year, says County Administrator Todd Lawson.

As Lawson begins his second year in the post, he said most of what the county accomplishes in 2014 has its start in 2013. "We are starting to see the effects now," he said.

Improved customer service has been high on the county’s list. Over the past three years, the county has invested $5.8 million in a state-of-the-art building.

Beneath the lobby, a new conference room with upgraded technology is under construction to provide video conferencing and video streaming. Council will also use the room for executive sessions.

Lawson oversees more than 400 employees — down from nearly 500 in 2009 — and an overall budget of $223 million for fiscal year 2014.

**Emphasis on staff training**

Lawson said staff want more training, and it didn’t take long for him to institute the Sussex County Leadership Development Center run by Tom Brokaw.

**Selling Sussex – Continued Improvements**

**Sussex airport project finally off the ground**

Runway extension marks first stage of expansion

By Ron MacArthur
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Sussex County government’s largest single infrastructure project ever is finally getting on the way — literally — and ready to L, County, state and federal officials gathered Thursday to herald regionally and better position Sussex County to respond to economic opportunities. It’s not just good for Sussex; it’s good for all of Delaware.

**Project is a decade in the works**

For nearly a decade, county officials have been working on the Sussex County Airport runway extension project.

**Selling Sussex – Continued Improvements**

**Sussex administration office remodel to improve service**

Bill-pay center proposed for lobby

By Ron MacArthur
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A streamlined, secure area where bills could be paid has been proposed for Sussex County’s integrated computer software system that streamlines how the county collects money and does its accounting.

Under the proposal, the main lobby near the front doors would be stocked with self-service kiosks that provide payment options, including credit card, debit card, cash and check. A single entrance would serve as the entry point for all county business.

Lawson said currently, customers have to visit several offices on different floors of the administration building to conduct business. "The changes resulting from the construction project will greatly improve the county’s efficiency and the effectiveness of our customer service," Lawson said.

In a second phase, a new counter area would be built in the planning and zoning office to allow more space for reviewing plans and issuing building permits. Lawson said $260,000 has been allocated for the project; the bidding process will be underway soon. He said the project is under a deadline to be completed by July 1 to get done ahead of the property tax season. "We’re ready to proceed with construction," Lawson said.

**Sussex unveils new design for website**

Makeover features available starting Oct. 29

By Ron MacArthur
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Lawson said the website redesign was a key priority after taking the reins in 2013. He said the website was developed as a community service and to serve as an effective online portal for county services.

New features include an easy-to-use search function and enhanced search results. The website also includes a new calendar that allows users to search events by category and location.

The website features a "Community" section that includes information about county programs and services, such as parks and recreation, libraries, and senior services. It also includes a "Business" section that provides information for businesses interested in locating in Sussex County.

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Selling Sussex – Continued Improvements

- Greenwood Library
- Smart911 technology
- Staff training
- ERP system
- P&Z mapping
- Airport branding
- Inspector tablets
Selling Sussex – Going Forward

- Sussex is Special
- Let’s Prosper Together