



Town of Middleburg

State of the Town Address

November 19, 2024



Mission of the Town of Middleburg

It is the mission of the Town of Middleburg to provide its citizens, businesses and visitors with superior public services in a fiscally prudent and socially responsible manner while sustaining Middleburg's historic character, natural beauty and small-town charm.



Our Town



Middleburg Day



Middleburg Co. 3



Christmas Parade



Independence Day



Independence Day



1000 Miglia

State of the Town: Areas of Review

- ▶ Current Financial Status of the Town
- ▶ Town Hall Project
- ▶ Key Projects and Long-Range Planning Efforts
- ▶ Town Operations
- ▶ Public Safety & Policing
- ▶ Business & Economic Development
- ▶ Engagement: In, Around and Throughout our Community



State of the Town Address

Fiscal Health & Planning for the Future

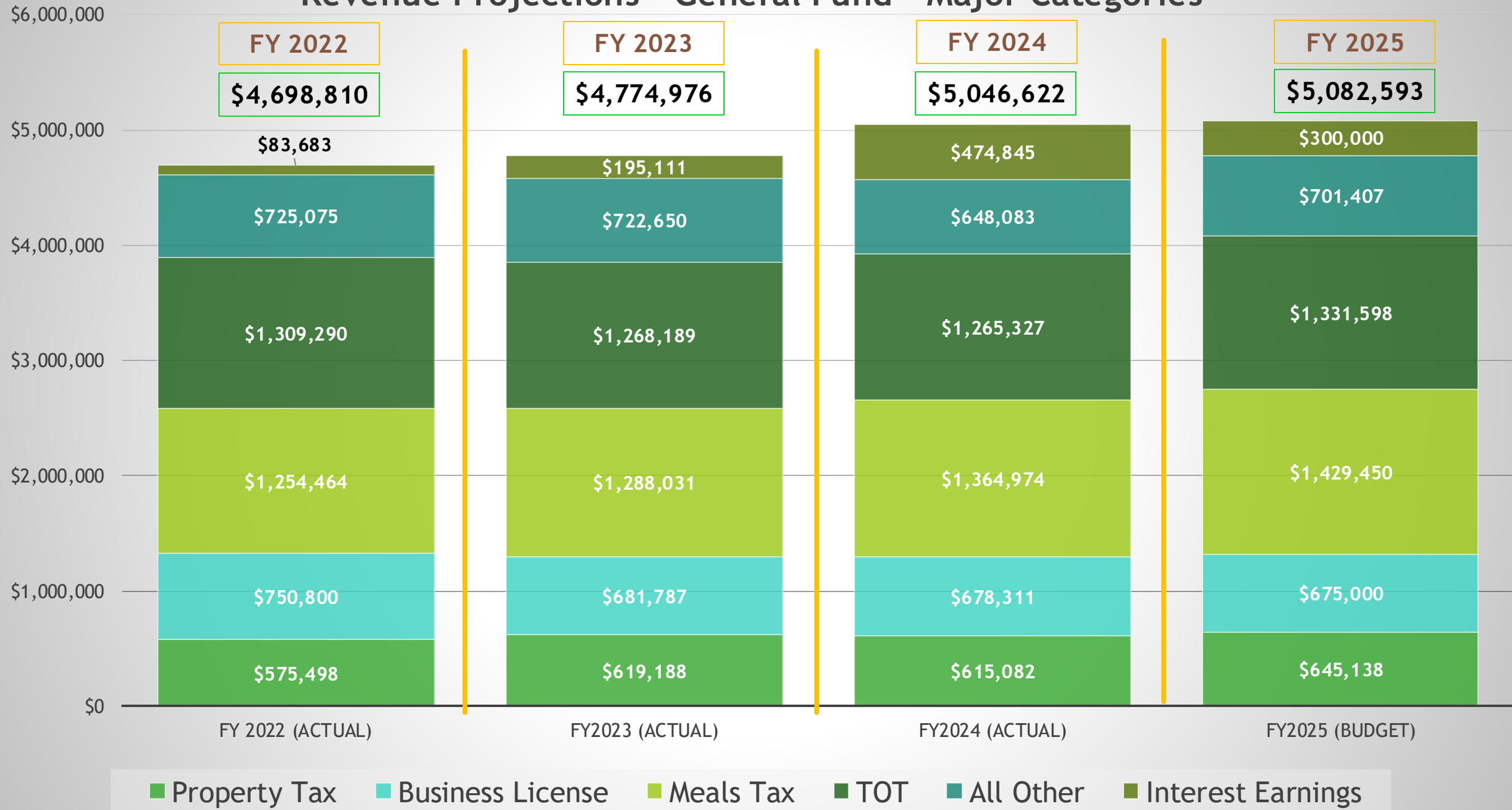


Middleburg's Financial Landscape

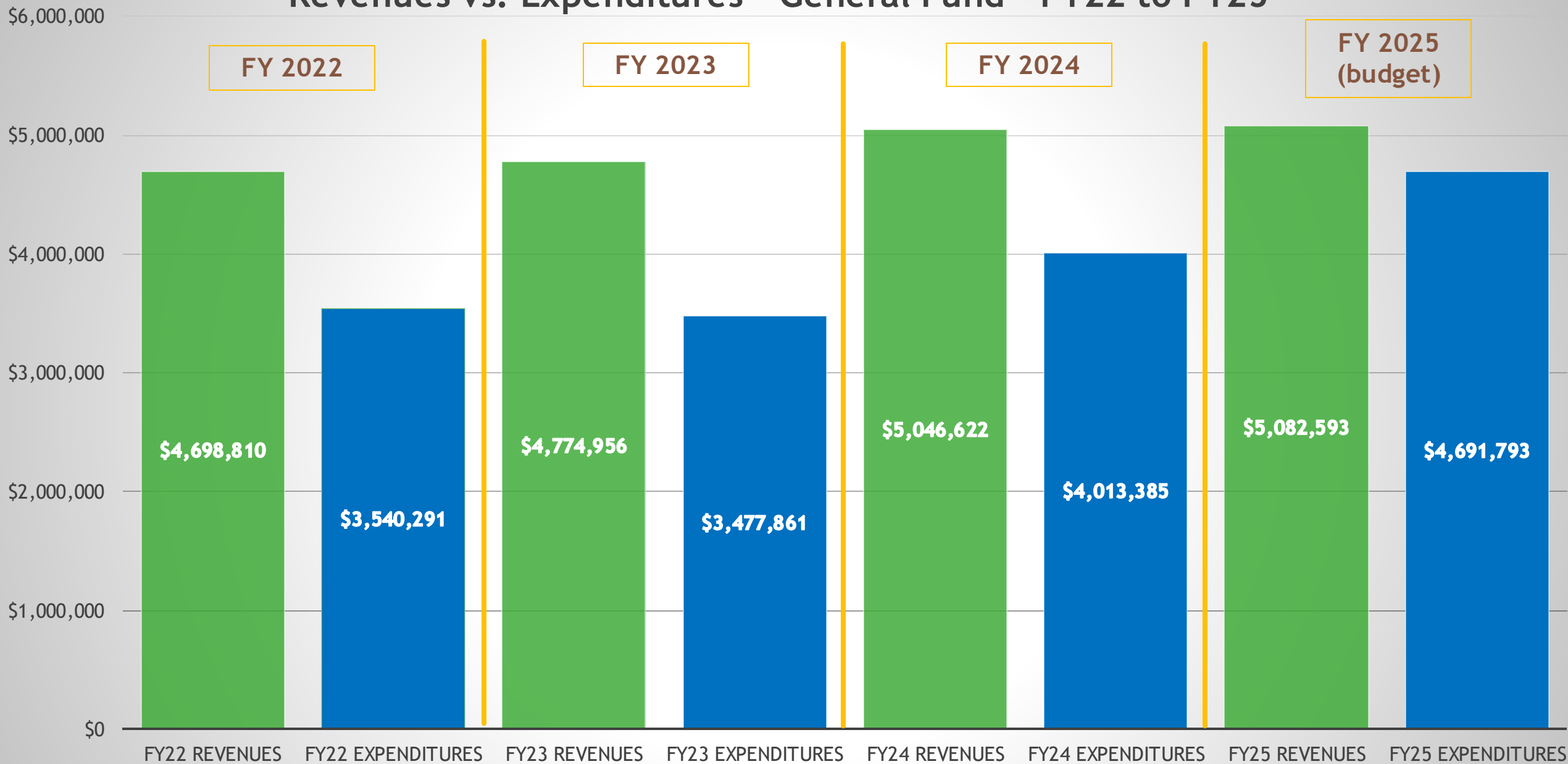
- ▶ Middleburg continues to be in a strong financial position - revenues met projections
- ▶ Another **REDUCTION** in tax rate for this calendar year
- ▶ In 2024, had a “net operating” surplus of \$1,033,237
 - ▶ Town fiscal year is July 1 to June 30
- ▶ Fiscal Reserve in General Fund continues to grow
- ▶ Town's Fiscal Reserve Policy:
 - ▶ Council set at 125% of annual expenditures - more than fully funded



Revenue Projections - General Fund - Major Categories



Revenues vs. Expenditures - General Fund - FY22 to FY25



Town Debt (as of 6/30/24)

Type	Amount	Term	Interest Rate
General Fund	\$8,000,000	20 years fixed	2.72%
General Fund	\$2,500,000	20 years fixed	2.52%
Utility Fund	\$1,400,000	5 years, interest only line of credit	1.765% (blended rate)
Utility Fund	\$2,306,000	15 years fixed	1.79%
Utility Fund	\$1,407,000	11 years fixed	1.81%



Other Financial Activities

► Strategic Finance Committee:

► Investment Policy approved and implemented

- Gaining 4.5 - 5.5% interest on nearly \$12 million of investments
- Fiscal Reserve Fund: \$7.4m, \$4.4m in additional reserves
- \$550,000 in additional revenue in FY24 (general fund & utility fund) from investments

► Utilities - \$1.6m expense, \$1.65m revenues - 3% standard escalation

► Committing funds to key projects:

- Asbury Church Rehabilitation
- Infrastructure - Sidewalks, streetscapes, and utilities

VACo/VML VIP Stable NAV Liquidity Pool Performance Report as of October 31, 2024

Investment Objectives: 1) Safety and preservation of capital; 2) daily liquidity

Monthly Average Net Yield	Oct-2024
VIP Stable NAV Liquidity Pool	5.04%



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Town Hall Project



Latest Updates

- ▶ Opened to Public on Oct. 30, 2023
- ▶ Ribbon Cutting on May 31, 2024
- ▶ Due to contractor failure to perform, Town terminated contract summer 2024
- ▶ Currently in litigation with contractor, Town completing remaining work
- ▶ Town has held back \$1.3 million



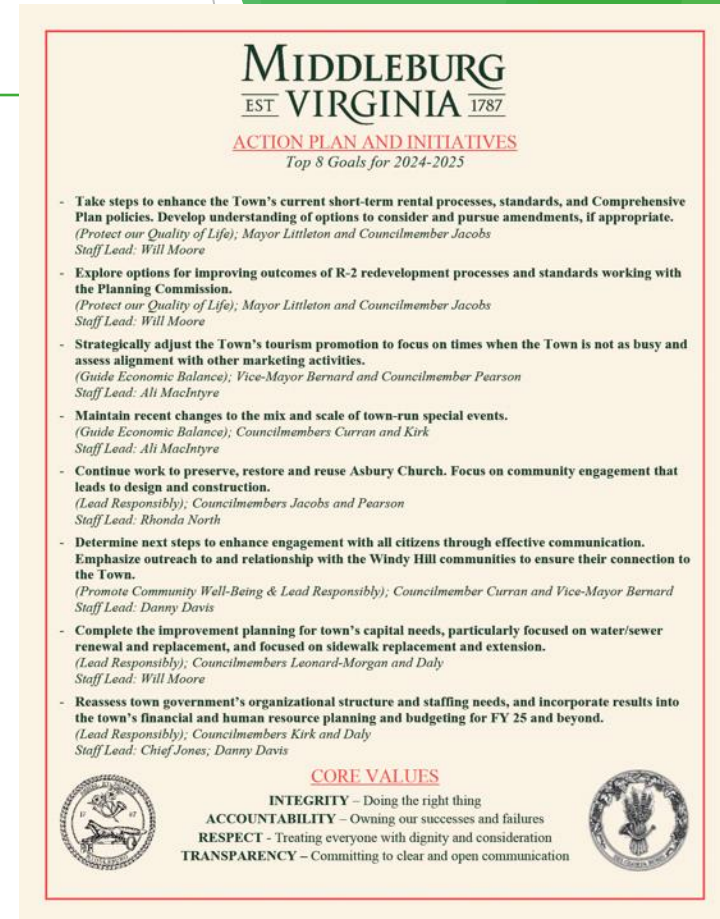
State of the Town Address

Completion of
Key Projects;
Initiation of
Long-Range
Planning Efforts



Update of Strategic Initiatives

- ▶ April 2024 - Town Council Strategic Planning Retreat
- ▶ Summer 2024 - Multiple community meetings on enhancing communication
- ▶ October 2024 - Adopted R-2 Zoning Amendments
- ▶ Fall 2024 - Proposing legislative changes for short-term rental zoning authority
- ▶ Fall 2024 and ongoing - Keep balance of events; adjusted marketing to mid-week promotion
- ▶ Fall 2024 - Requested County funding support for Asbury Church and S. Madison Street
- ▶ December 2024 - Expected completion of Asbury Church community engagement



Protecting Quality of Life

- ▶ In-Depth Effort to Revise Zoning in R-2 District (Ridgeview, Lincoln Rd, Chinn Lane) to ensure proper size, scale, and massing of new homes
- ▶ Appropriately applying limitations on short-term rentals in accordance with ordinances to ensure compatibility with neighborhoods
- ▶ Lowered speed limits to protect safety of residents, business owners, and visitors

R-2 Zoning District shown in yellow:



Completion of Key Projects

- ▶ Well 4 Restart and Completion of Clearwell for Better Water Quality
- ▶ Moved Middleburg Farmer's Market to Town Hall Parking Lot
- ▶ Converted Septic Systems to Public Sewer to Enhance Health and Safety
- ▶ Added Fast EV Charging at Town Hall; working on Level 2 chargers at Liberty Street parking lot



State of the Town Address

Challenges And Issues



Challenges Facing our Community

- ▶ Maintaining Sense of Community and Supporting Businesses
 - ▶ Providing right balance of economic development/tourism
 - ▶ While recognizing we are a small community
- ▶ Pressures to Develop Western Loudoun
 - ▶ Mickie Gordon Memorial Park
 - ▶ Data centers, other development pressures, and rural policy area changes in Loudoun County
- ▶ These challenges have influenced the update to Council's Strategic Plan



State of the Town Address

Town Staff and Operations



Town Operations

- ▶ Updated Police Department policies to ensure competitive pay and benefits
 - ▶ One vacancy for a Patrol Officer
- ▶ New staff over past year to fill turnover
- ▶ Hiring for Planning/Project Assoc.
- ▶ Town Hall operations have been successful with transition to new building



State of the Town Address

Public Safety and Policing



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CHECK OUT OUR NEW PATCH!

OUR UPDATED DESIGN GIVES A MODERN
REFRESH TO THE CLASSIC LOOK, ENSURING IT
REFLECTS OUR COMMITMENT TO SERVICE
WHILE KEEPING UP WITH THE TIMES.



COMMUNITY PARTNERSHIP FOR STUDENT SAFETY

PARTNERING WITH OUR LOCAL SCHOOLS AND
THE DEPARTMENT OF HOMELAND SECURITY TO
KEEP OUR KIDS SAFE! WE'RE WORKING
TOGETHER TO CREATE A SAFER ENVIRONMENT,
PROMOTE AWARENESS, AND SUPPORT OUR
STUDENTS EVERY STEP OF THE WAY.



RECOGNITION FOR EXCELLENCE IN ONGOING TRAINING

OUR DEPARTMENT HAS BEEN
RECOGNIZED FOR OUR
COMMITMENT TO CONTINUOUS
IMPROVEMENT AND SKILL
DEVELOPMENT, ENSURING OUR
TEAM IS EQUIPPED WITH THE
LATEST KNOWLEDGE AND
TECHNIQUES TO BETTER SERVE
OUR COMMUNITY.



CONGRATULATIONS TO OFFICER DANIEL
HINEGARDNER ON HIS RECENT PROMOTION
TO OFFICER 1ST CLASS THROUGH OUR
CAREER DEVELOPMENT PLAN, A PROGRAM
DESIGNED TO SUPPORT PROFESSIONAL
ADVANCEMENT AND RECOGNIZE
DEDICATION WITHIN OUR DEPARTMENT.

CAREER GROWTH IN ACTION!



2024 NATIONAL NIGHT OUT

NATIONAL NIGHT OUT WAS A TREMENDOUS SUCCESS! OUR COMMUNITY CAME TOGETHER FOR AN EVENING FILLED WITH CONNECTION, SAFETY AWARENESS, AND FUN. IT WAS GREAT TO SEE SO MANY NEIGHBORS AND FRIENDS ENJOYING THE EVENT!

FRANCIS BARLAN

PLEASE WELCOME OUR NEWEST OFFICER, WE KNOW HIS SKILLS AND DEDICATION WILL ENHANCE OUR TEAM'S COMMITMENT TO SERVING THE COMMUNITY.



COMMUNITY OUTREACH INITIATIVES

- ACTIVE SHOOTER TRAINING
- SCHOOL SAFETY PATROL PROGRAM
- DRUG TAKE BACK
- STUFF A CRUISER FOR SEVEN LOAVES
- PARTNERSHIP WITH WINDY HILL FOUNDATION
- JUNETEENTH EVENT
- NATIONAL NIGHT OUT
- HALLOWEEN PARADE

COMMUNITY ENGAGEMENT HIGHLIGHTS

IN 2024, WE RECEIVED A TOTAL OF **9,072** CALLS FROM COMMUNITY MEMBERS SEEKING ASSISTANCE, SUPPORT, AND INFORMATION.

- 144 TRAFFIC SUMMONS
- 218 PARKING TICKETS
- 2 ARRESTS FOR DRINKING UNDER THE INFLUENCE
- 3 ARRESTS FOR DOMESTIC ABUSE AND BATTERY

PLANNING & SAFETY FOR COMMUNITY EVENTS

- ART IN THE BURG
- FOX 5 ZIP TRIP
- MIDDLEBURG DAY
- FOURTH OF JULY EVENT
- OKTOBERFEST
- MILLI MIGILA
- CHRISTMAS IN MIDDLEBURG
- DICKENS CHRISTMAS

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Public Safety and Policing



State of the Town Address

Business & Economic Development



Supporting our Existing Businesses

- ▶ Recognizing Long-Term Businesses
- ▶ Celebrating New Businesses through 3 Ribbon Cutting Ceremonies
 - ▶ Every Little Something
 - ▶ Tom Beckbe
 - ▶ Med Spa of Middleburg
- ▶ Senator Mark Warner Visit
- ▶ Fox 5 Zip Trip in Middleburg
- ▶ Partnerships with MBPA, Visit Loudoun, and County Government
- ▶ Sign Ordinance - Enforcement begins 11/20



Town Events and Functions

- ▶ Wellness Fair
- ▶ Art in the Burg
- ▶ National Night Out
- ▶ Oktoberfest
- ▶ 1000 Miglia Warm-Up USA
- ▶ Halloween Parade
- ▶ Holiday Events
- ▶ Christmas in Middleburg
- ▶ *Ensuring balance of community enjoyment and visitor experience*



State of the Town Address

Engagement:
In, around, and
throughout our
community



Engagement in/around Middleburg

- ▶ **Middleburg Day - Great Success - Chris Bernard**
 - ▶ New event focused on Middleburg residents
 - ▶ Investing in community and building positive relationships
- ▶ **Partnership with Elected Officials**
 - ▶ Obtaining grants
 - ▶ Legislative efforts (speed limits, zoning)
 - ▶ Attendance at Town events
- ▶ **COLT: Coalition of Loudoun Towns**
 - ▶ Combining forces on issues of mutual concern
 - ▶ Partnerships to enhance County functions towards Towns
 - ▶ Airbnb, accessory dwelling units, speed cameras, LC





Boards, Commissions, and Committees

- ▶ Planning Commission
- ▶ Historic District Review Committee
- ▶ Board of Zoning Appeals
- ▶ Arts Council
- ▶ Cultural and Community Events Committee
- ▶ Economic Development Advisory Committee
- ▶ Strategic Finance Committee
- ▶ Streetscape Committee
- ▶ Source Water Protection Team
- ▶ Sustainability Committee



State of the Town Address

On the
horizon



On the Horizon

- ▶ Ensure ongoing service to citizens through projects identified in our Capital Improvement Plan
 - ▶ Water/sewer, road/sidewalk repairs, long-term infrastructure projects
- ▶ Support new businesses; re-focus marketing for less busy times; always mindful of community impacts from tourism
- ▶ Ongoing enhancements to streetscapes and public spaces
- ▶ Retain focus on COMMUNITY and it is the people that make Middleburg great



STATE OF THE TOWN

- ▶ QUESTIONS AND ANSWERS

- ▶ For additional information:

- ▶ Town Hall: 540-687-5152
- ▶ info@middleburgva.gov
- ▶ blittleton@middleburgva.gov

