

Town of Middleburg

State of the Town Address

October 22, 2019

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



State of the Town: Areas of Review

- ▶ Current Operations
- ▶ Fiscal Health & Planning for the Future
- ▶ Police and Public Safety
- ▶ Business & Economic Development
- ▶ Engagement: In, around and throughout our Community
- ▶ On the horizon

Current Operations



Operations: Staff Updates

- ▶ Danny Davis: New Town Administrator - Started 11/2018
- ▶ Will Moore: Promoted to Deputy Town Administrator
- ▶ Estee LaClare: New Project Manager & Planner
- ▶ Ryan Gray: New Officer on the Police Force
- ▶ Currently recruiting for a new Treasurer

Operations: Town of Middleburg

- ▶ Approved: Town's new Comprehensive Land Use Plan
 - ▶ Result of over 3 years of work by the Planning Commission, Town Staff, the Berkely Group and the Public
 - ▶ Will guide and protect Middleburg for the next 20 years
- ▶ Committees restructured to meet new town needs
 - ▶ Strategic Finance Committee: To look out several years and position Middleburg to weather any financial storm we may face
 - ▶ Community & Cultural Events Committee: To support our in-town events, like CIM & 4th of July, develop new events and support the arts



Operations: Public Private Partnership Middleburg Health Center & Old Ox Brewery

- ▶ Health Center was built by Paul Mellon and gifted to the Town of Middleburg
- ▶ Was operating at a loss and in serious need of repair and renovations
- ▶ 80% vacant



Operations: Public Private Partnership Middleburg Health Center & Old Ox Brewery

- ▶ Prior Council decided to explore options to put the building to its best use
- ▶ Entered into a Public Private Partnership with Old Ox Brewery
- ▶ Sold the facility to Old Ox for \$750k, putting it back on the tax rolls as well



Operations: Public Private Partnership Middleburg Health Center & Old Ox Brewery

- ▶ Created a new, vibrant business on South Madison Street
- ▶ Funds totaling over \$900k from the sale and reserve being put into a Town non-profit entity
- ▶ Will invest funds, contributions annually from income to community organizations



Operations: Utilities and Public Works

- ▶ Completed the Ridgeview water line replacements
 - ▶ Many lines were over 50 years old
- ▶ West End Pump Station - once online will bring additional needed sewer capacity on west end of town
- ▶ Worked closely with Citizens and VDOT on replacement of all town roads. Last done in the 1980s
- ▶ Working with COLT to develop a combined towns trash RFP - goal is to get better volume pricing together
- ▶ New street signs - coming soon, followed by wayfinding

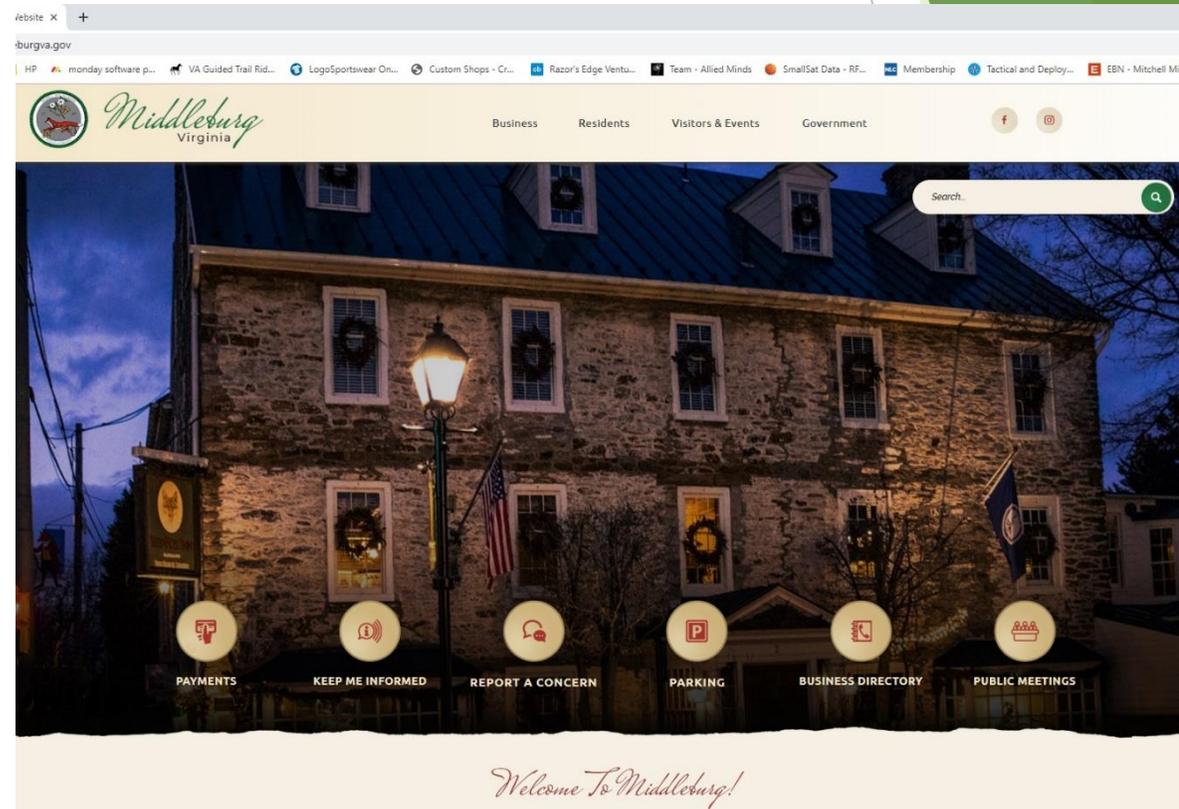


Operations: Other Capital Improvements

- ▶ Continuing to focus on key infrastructure improvements
 - ▶ E. Marshall Street Sidewalk - used County grant to provide safe pedestrian connection; links Charter School to Library
 - ▶ Inflow and Infiltration - groundwater entering sewer lines; repaired to reduce groundwater flow and decrease ongoing treatment costs
 - ▶ Vehicle Replacement - ensure safe and reliable operations for police and maintenance
 - ▶ Street Repairs - required improvements to get accepted into VDOT's long-term maintenance system (Pinckney & Chinn)
 - ▶ Maintenance/Storage Shed - to allow future repurposing of S. Madison Street Maintenance Shop

Operations: Website - Up and Running

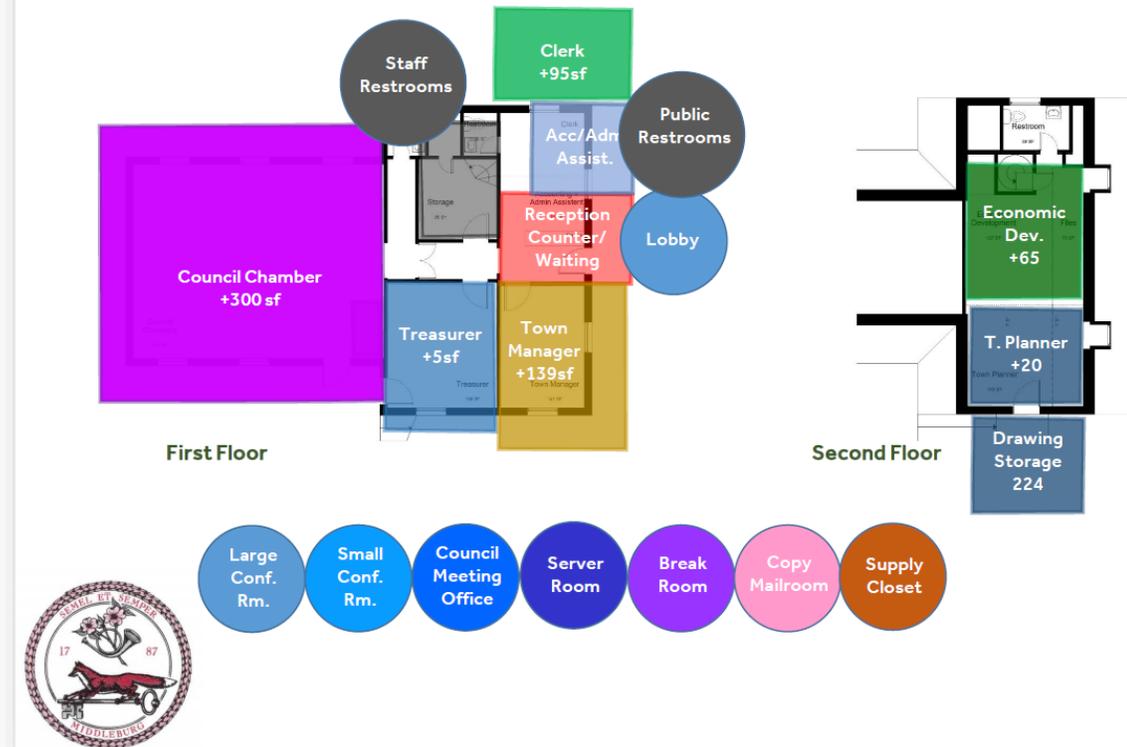
- ▶ Complete revamp and launch of the Town's new website
- ▶ Goal: serve citizens and visitors with information and transparency
- ▶ Fully interactive for users:
 - ▶ Pay bill, find forms
 - ▶ Contact town staff
 - ▶ Detailed calendar of events
 - ▶ Listing of businesses and services
 - ▶ All meetings, online, live/recorded
- ▶ Open and available 24/7
- ▶ But we haven't changed - come on by the Town Office to drop off your utility check, get help on a project or just say hello



Speaking of the Town Office.....

- ▶ Current Office, built in 1964, served us well but....
- ▶ Needs of Community have outgrown our facilities
- ▶ Vision and Goal for the new Town Hall
 - ▶ Co-locate all Town Staff (Administration and Police)
 - ▶ Police in rented space on Federal Street
 - ▶ Have additional use/conference space for community
 - ▶ Adequate office space for staff, public meetings & hearings
- ▶ Current Status: Space needs study complete, evaluating options for location and assessing best financing options

Town Office – Space Needed



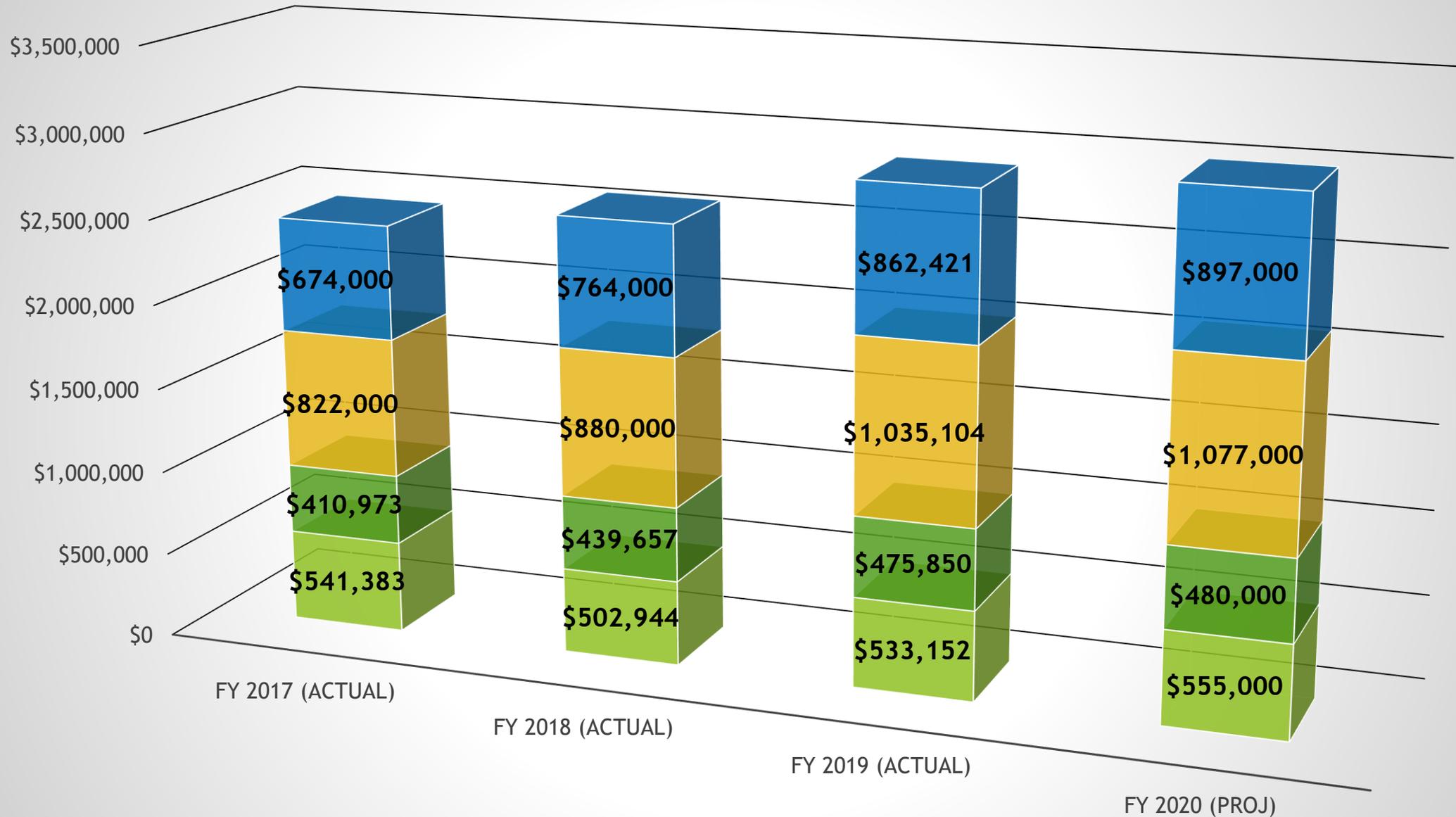
Fiscal Health & Planning for the Future



Middleburg's Financial Landscape

- ▶ Middleburg is in a strong financial position
- ▶ Maintained the real property tax rate again this year
- ▶ In 2018 ran a surplus of revenues over expenses of \$800,000
- ▶ In 2019 that surplus grew to over \$1,000,000
- ▶ Worked hard to keep costs in line, minimal growth of expenses
- ▶ In last 5 years, Middleburg has grown its unassigned funds balance to over \$6,000,000
- ▶ \$3,700,000 invested: Resulting in \$110,000 addt. income/yr
- ▶ Debt currently sitting at \$3.8m, mostly for water and sewer

Revenue Projections - Major Categories

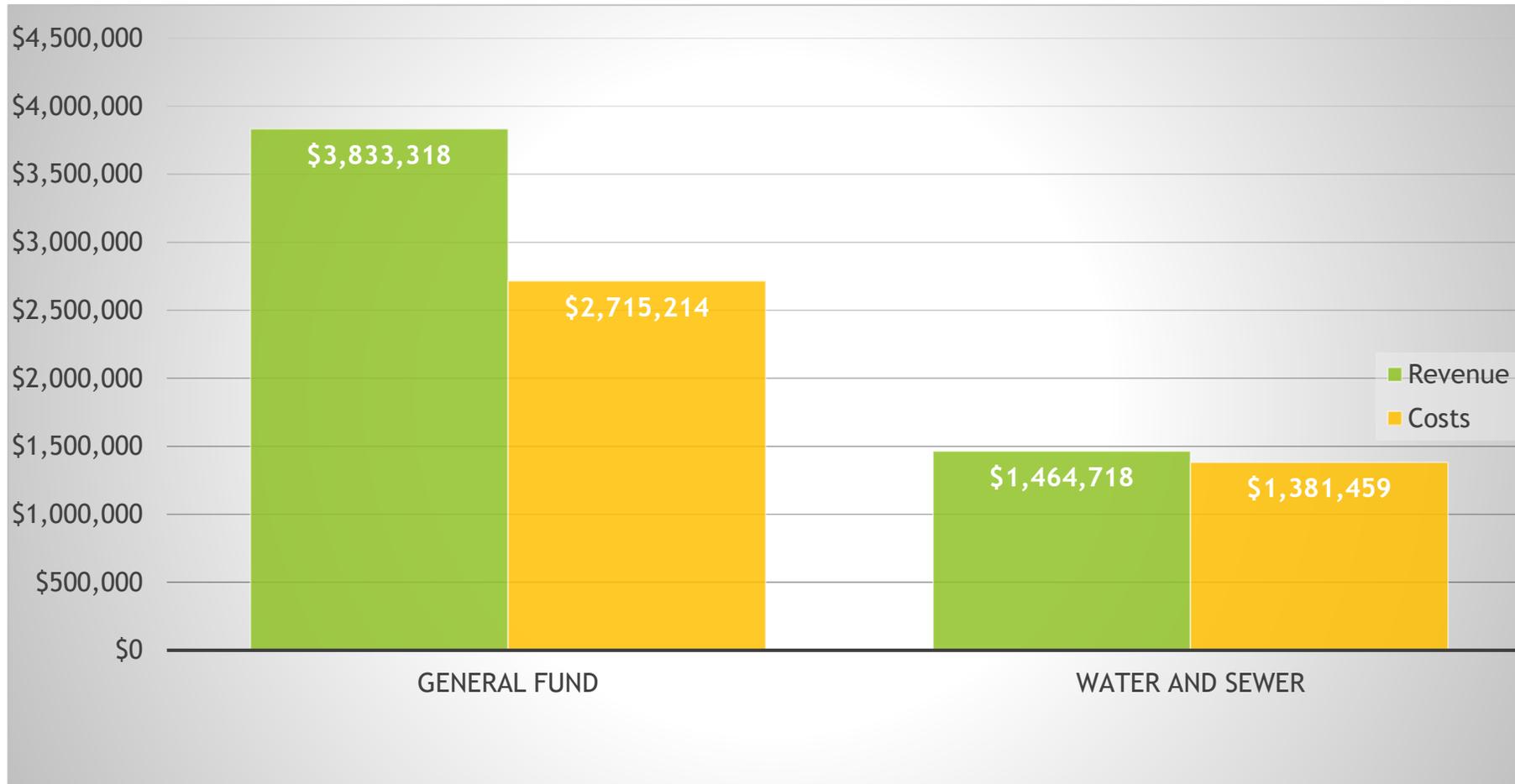


■ Property Tax ■ Business License ■ Meals Tax ■ TOT

Middleburg's Financial Landscape: Planning for the Future

- ▶ Middleburg revenue sources have changed dramatically over last 20 years - from property tax base to tourism based
- ▶ Today, over 65% of our revenues are directly tied to luxury tourism - we must be prepared for economic turbulence
- ▶ Strategic Finance Committee: Created to help us prepare for that next downturn:
 - ▶ Maintain services and help citizens and businesses to weather the next economic storm
 - ▶ Updating reserve/savings policies, forecasting for leading indicators of economic stress, balancing debt to revenues

FY 2019: General fund and Water and Sewer Fund Revenues vs. Costs



Middleburg's Financial Landscape: Water and Sewer

- ▶ Middleburg water and utility system is healthy
- ▶ Investment in key infrastructure - Ridgeview lines and West End Pumping Station - will use fund reserves
- ▶ Complex system requires continued investment
- ▶ Planned 3% rate increase to match operational costs
- ▶ Continuing measures to reduce operational expenses
 - ▶ Limit Inflow & Infiltration into sewer plant
 - ▶ New methods to extend life of sewer plant filters

Police and Public Safety



Public Safety and Policing

Police Interactions:

11,814



Including foot patrols, business checks, school visits, and other community interactions.

New programs:

2



100% of the officers are trained in the use of and carry NARCAN. CIT

Professional Trainings:

29



PELS, ILCT, CIT, Lessons learned the battle of Gettysburg, NARCAN, DMV STOP program, First line supervisor

5k's and bike events:

4



Middleburg 5k, Dog Jog, MDA Bike event, Tour event

National Night Out:

8th Annual



Our national award winning NNO is the keystone event for the PD. It is supported by volunteers, businesses, and individual citizens.

Community outreach:

15



Reading to children at the library, Calling BINGO at MCCS, Detective for the day, Safety programs at school, Safe Halloween, Scam Alerts, and State of Law enf. in Loudoun County ...

Safety Patrol Class:

3rd Annual



Community partnership with the Middleburg Community Charter School.

Special events:

12



Christmas in Middleburg, Art in the Burg, Film Fest., 4th of July, Halloween, Children's parades x2, Drug Takeback, Go Green Clean up, Battery collections, Octoberfest, and field day.

Business & Economic Development



Growing and Attracting Businesses in Town

- ▶ Additional services to our existing businesses: Digital literacy program, marketing assistance program
- ▶ Resurgence focused on the Middleburg Experience
- ▶ 2016: We had 14 vacant storefronts on Washington and Madison Street
- ▶ Today, that number is down to 5
- ▶ We continue to aggressively look to recruit the right businesses for Middleburg which fit our community, serve our citizens and enhance the Middleburg experience



Economic Development Advisory Committee: Looking forward.....

- ▶ Economic Development Advisory Committee
 - ▶ Short-Term Work Program
 - ▶ Continue to fill empty storefronts and grow businesses
 - ▶ Economic Development Strategy - April 2020 Completion
 - ▶ Understand community, demographics, and potential “leakage”
 - ▶ Long-Term Strategy for Economic Development activities
 - ▶ Daily work program for reaching success
 - ▶ Metrics to measure results of work
 - ▶ Finding Economic Diversity - we must be more than tourism
 - ▶ Defining Success - and Partnership with Business Community

Community and Cultural Events

- ▶ Focused on Enhancing Existing Events and Developing 1-2 New Signature Events to enhance the Middleburg Experience
 - ▶ Bringing more visitors to Town to support local businesses
 - ▶ Raising awareness of Middleburg to our broader community
 - ▶ Support and enhance the art in Middleburg - concerts, art shows and theatre



Community and Cultural Events



WARM UP USA 1000 MIGLIA

23-26 October 2019

Sports cars from 1927 to 2019 competing in the 1st Coppa USA, 3 days, 500 miles

SUMMIT POINT MOTORSPORTS PARK

MIDDLEBURG

WASHINGTON D.C. VILLA FIRENZE

A map showing the route of the 1000 Miglia event. The route starts at Summit Point Motorsports Park, goes to Middleburg, then to Washington D.C. Villa Firenze, and returns to Summit Point Motorsports Park. The map is blue with red arrows indicating the direction of travel.

Engagement: In,
around and
throughout our
Community



Loudoun and Middleburg

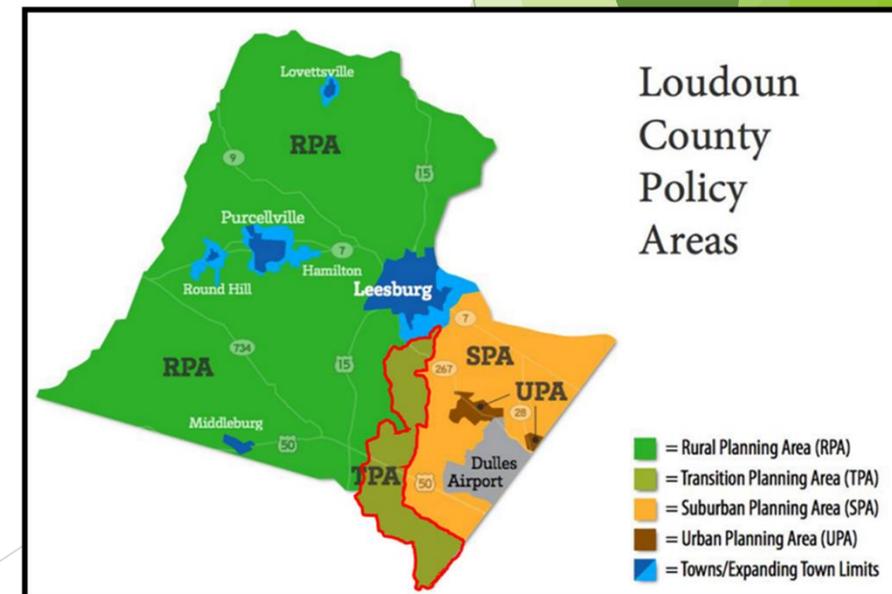
- ▶ Loudoun's growth is encroaching on our Community
- ▶ We are actively engaged to limit growth & development in western Loudoun
- ▶ Protecting our way of life through strong relationships with elected officials, communities and local preservation groups
- ▶ Raising awareness of these issues in our community to and hold ourselves and others publicly accountable



From left, Mayors Nathaniel Fontaine from Lovettsville, David Simpson from Hamilton, Roger Vance from Hillsboro, Kelly Burk from Leesburg and Bridge Littleton from Middleburg discussed issues ranging from transportation to the Loudoun 2040 comprehensive plan at a policymakers breakfast sponsored by the Loudoun Chamber of Commerce March 13.

Times-Mirror/Karen Graham

Late



Key Activities Middleburg is Committed to Supporting

- ▶ Charter School funding
- ▶ Middleburg Community Center Pool
- ▶ Middleburg Arts Council - Bronze Fox Statue
- ▶ National Night Out in August
- ▶ 4th of July Fireworks
- ▶ Christmas in Middleburg
- ▶ Fall and Spring Races
- ▶ Shakespeare in the 'Burg
- ▶ Open Late Concert Series and "Open Late Friday!"
- ▶ Middleburg Film Festival
- ▶ Windy Hill Foundation
- ▶ Seven Loaves
- ▶ A Place to Be
- ▶ Middleburg Museum

Town and Council Actively Engaged!

- ▶ Go Green
 - ▶ Battery, razor, and cigarette butt recycling (not all together!)
 - ▶ Prescription Drug Takeback
 - ▶ Middleburg Wellness Day
 - ▶ Exploring Electric Vehicle Charging Stations
- ▶ Wellhead Protection
 - ▶ Ensuring long-term safety and viability of water supply
 - ▶ Helping property owners with improvements
 - ▶ Identifying and closing old hazardous wells which threaten our current supply



Majority of speakers decry Planning Commission's Comprehensive Plan during first public hearing

The Loudoun County Board of Supervisors hosted its first of two public hearings on the heavily debated Comprehensive Plan Wednesday night. More than 100 speakers addressed supervisors during the...

7 views Write a comment



On the
horizon



