

Leesburg

Fiscal Year 2015 Annual Report



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Kristen C. Umstattd
Mayor of Leesburg

Dear Leesburg Residents:

What a pleasure it is to present this annual report to you! Fiscal Year 2015 brought some significant changes to the Town, starting with the retirement of long-time Town Manager John Wells. However, the Town Council and I have been impressed with the seamless transition to our new Town Manager, Kaj Dentler. Kaj served as Deputy Town Manager for eight years before moving into the “big office.”

The Town Council’s first and foremost concern is how we can continue to provide you with the quality services and amenities you expect from the Town, like clean and well maintained streets, beautiful public parks and recreational facilities, and professional police protection, at a reasonable tax rate. We are always mindful of the fact that Leesburg property owners also pay Loudoun County taxes and we want to ensure that we are meeting the needs of the community without creating a tax burden on our residents.

This report outlines the major accomplishments of the Town during the past Fiscal Year. Please take a moment to read through it—I’m sure you will be as proud of our Town as I am!

Dear Leesburg Residents:

On behalf of Town staff, I am pleased to present the Town’s Annual Report for Fiscal Year 2105 (July 1, 2014 through June 30, 2015).

I hope that you find this information beneficial not only as it relates to the services we provide, but also in regards to our accomplishments this past fiscal year that are making our community better every day.

Among our diverse services, the common threads in our approach include strong financial management, long-term financial sustainability, organizational efficiency, and technological enhancements. The final focus area is that of customer service. We pride ourselves on being courteous and professional while providing accurate information in a responsive manner.

It is an honor to serve as your Town Manager. Should you have any questions or comments after reviewing the report, please feel free to contact me at kdentler@leesburgva.gov or (703) 771-2700.



Kaj H. Dentler
Town Manager

Town Departments

Leesburg Town Hall

25 West Market Street
703-771-2420

- ◆ Town Manager’s Office
- ◆ Town Attorney
- ◆ Capital Projects
- ◆ Clerk of Council
- ◆ Finance
- ◆ Human Resources
- ◆ Information Technology
- ◆ Planning & Zoning
- ◆ Plan Review
- ◆ Public Works

Police Department

65 Plaza Street NE
703-771-4500 (Non-emergency)

Leesburg Executive Airport

1001 Sycolin Road SE
703-737-7125

Economic Development

202 Church Street SE
703-737-7019

Parks & Recreation

60 Ida Lee Drive NW
703-777-1368

Thomas Balch Library

208 West Market Street
703-737-7195

Utilities

1385 East Market Street
703-771-2761

FY 2015 Town Council

Front Row, Left to Right:

- ◆ Suzanne Fox
- ◆ Katie Sheldon Hammler
- ◆ Kelly Burk, Vice Mayor
- ◆ Kristen C. Umstatt, Mayor

Back Row, Left to Right:

- ◆ Fernando "Marty" Martinez
- ◆ David S. Butler
- ◆ Thomas S. Dunn, II



All members of the Leesburg Town Council are elected "at large." Town Council elections are held every two years, in November of even-numbered years. The Mayor is elected for a two-year term and the six Council Members are elected for four-year staggered terms. During each election cycle, the Mayor and three Council Members are elected and take office on January 1 of the following year.

Top Stories

Police Department Promotions

In January 2015, two lieutenants in the Police Department were promoted to captain, to fill vacancies left by staff retirements.

Captain Vanessa Grigsby is the commander of the Administration and Support Services Division. A graduate of the FBI National Academy, Captain Grigsby has been with the Leesburg Police Department since 1996. Prior to her promotion, Captain Grigsby served as the department's Criminal Investigations Commander.



Captain Carl Maupin is the commander of the Field Operations Division. Captain Maupin joined the Leesburg Police Department in 1994. He holds a Master's degree in Emergency & Disaster Management. Prior to his promotion, Captain Maupin was a Patrol Commander.



Both Captain Grigsby and Captain Maupin are graduates of the Police Executive Leadership School.

Sycolin Overpass Opens



Back in June 2013, construction began on the Sycolin Road Overpass across the Route 15 Bypass. While the closure of the at-grade intersection of Sycolin Road and the Bypass immediately improved traffic flow along the Bypass, the closure of Sycolin Road created significant, although temporary, access changes for the southeast quadrant of Leesburg.

On August 12, 2014— two months ahead of schedule! — the Virginia Department of Transportation (VDOT) held a ribbon cutting ceremony for the new overpass, restoring the transportation link between southeast Leesburg and the downtown.

The design and construction of the Sycolin Overpass was completed by VDOT, but the Town worked with VDOT and Loudoun County to secure funding and to coordinate the Town's project to widen Sycolin Road.



Public Safety

Policing Through Community Outreach

The Leesburg Police Department's approach to law enforcement is based upon building good relationships with the residents of Leesburg through community policing efforts. Leesburg Police Officers see themselves as the guardians of the community, not as enforcers. Some examples of community outreach programs by the Leesburg Police in the past year include:

National Night Out The intent of National Night Out (NNO) is to heighten crime prevention awareness and to strengthen police-community partnerships. In August 2014, the official Leesburg NNO location was the Exeter Clubhouse. At the event, children could enter a drawing for gift cards and coupons donated by local businesses including Target, Kohl's, Chick-fil-A, Giant, Wal-Mart and Cobb Theatre, by getting two police officers' signatures. Officers provided fun give-aways to children and crime prevention and safety tips to their parents. The LPD Barrel Train gave rides, McGruff the Crime Dog handed out Junior Police Badges and the Leesburg Parks & Recreation Department sponsored a Moon Bounce and a tennis court game.



full Thanksgiving dinner to nearly 100 participants of INMED's MotherNet program for low income, single-parent families, at the Douglass Community Center.



Holidays with the Cops In partnership with the Leesburg Parks & Recreation Department's R.O.C.K. (Recreation Outreach to Community Kids) program, on December 12, 2014, Leesburg Police Officers gave 15 children from low-income families the chance to shop for holiday gifts. Each child received a Target gift card for \$200 and was accompanied to Target by their own personal shopping partner, a Leesburg Police Officer. Following the shopping trip, the children were treated to dinner at the Leesburg Police Department (provided by Palio's of Leesburg) where they also got help wrapping their presents to take home to their families.

Prescription Drug Disposal In May 2015, the Leesburg Police partnered with CVS Pharmacy and the Partnership for Drug-Free Kids to install a drug collection box in the lobby of the Police Department building, providing residents with a safe and environmentally responsible way to dispose of unwanted, unused or expired medications, including controlled substances. According to the 2014 study, more than 70% of teenagers report it is easy for them to get prescription drugs from their parents' medicine cabinets.

MotherNet Holiday Dinner For the 8th year, the Leesburg Police Department, the Leesburg Police Citizens Support Team and Spanky's Shenanigans provided a

FY 2015 General Fund Budget Summary

Revenue	
Real Estate Taxes	\$12,309,038
Personal Property Taxes	\$2,002,937
BPOL, Meals & Hotel Taxes	\$8,498,990
Other Local Taxes	\$6,838,663
Permits & Fees	\$929,354
Fines & Forfeitures	\$544,411
Use of Money & Property	\$1,459,052
Charges for Services	\$5,019,515
Donations & Transfers	\$3,043,629
Intergovernmental	\$10,672,102
Total	\$51,317,691

Town Achieves Coveted Triple Triple-A Bond Rating

Before the Town issues bonds to fund capital projects like the widening of South King Street, the Town receives bond ratings from three rating agencies, much like a consumer's credit score is checked before getting a mortgage or auto loan. Municipal bond ratings range from "D," indicating the municipality is in default, to "AAA," indicating that the bonds issued will be considered prime investment grade bonds. The higher the bond rating, the lower the interest rate that the municipality pays, thus saving its taxpayers money.

Triple-A bond ratings are the hallmark of communities with strong, stable financial planning and management.

Since 2005, Leesburg has been rated "AA" by all three major rating agencies, with slight increases over the years. In July 2014, the Town broke through to the Triple-A level with a AAA rating from Standard & Poor's, prior to last year's bond issuance. Moody's and Fitch Ratings maintained the Town's rating at the Double-A level at that time.

In March 2015, prior to the FY 2015 bond issuance, the Town received upgrades from both Moody's and Fitch Ratings, to the Triple-A level.

The Town of Leesburg is the only town in Virginia to currently hold Triple-A ratings from all three major rating agencies.

Budgeted Expenditures	
Town Manager, Council & Attorney	\$2,432,503
Finance, Human Resources & IT	\$4,018,291
Police	\$13,727,554
Public Works	\$11,520,511
Parks & Recreation	\$7,799,322
Thomas Balch Library	\$447,795
Planning & Zoning	\$1,509,571
Plan Review	\$1,368,247
Economic Development	\$765,636
Airport	\$699,108
Debt Service & Reserve Funds	\$4,849,733
Total	\$49,138,271

Did You Know?

Through the OpenGov portal, the Town provides online access to our current and past budget information, allowing users to "drill down" to specific departments or programs and presenting data in a variety of graphical formats. For more information, visit leesburgva.opengov.com.

Council Ends Pro-ration of Personal Property Taxes

When October rolled around last year, did you wonder why you didn't get a Personal Property Tax bill from the Town? Last year, the Leesburg Town Council made two changes to the Personal Property Tax collection process.

First, they moved the due date from October 5th of each year to May 5th. Second, the Council ended the pro-ration of personal property taxes.

In the past, if you bought a car in the middle of the year, you would pay pro-rated taxes based on the percentage of the year that you owned the vehicle. Similarly, if you sold a car in the middle of the year, your taxes would be pro-rated to reflect the actual time you owned the car.

Now, Leesburg personal property tax bills are based on the assessed value of vehicles garaged in the Town as of January 1st each year. The reason for the changes is to reduce staff time needed to process pro-rated tax bills, thus increasing the productivity of the Finance staff and ultimately saving taxpayers money.

As a bonus, Leesburg taxpayers received an unexpected "tax holiday" for 2014 on their personal property taxes!



Economic Development

K2M Announces Major Expansion in Leesburg

In December 2014, K2M, a medical devices manufacturer, announced plans to locate its global corporate headquarters and research & development operations in the Oaklawn development in Leesburg. The \$28 million project includes construction of two buildings totaling 148,000 square feet (*pictured above*), the creation of 97 new jobs and the retention of 269 existing jobs.

K2M's global headquarters has been located in the Leesburg Airpark on Miller Drive for the past ten years, but when the company began looking for a location to construct their new facility, Leesburg was competing with other locations to keep them here.

Leesburg Economic Development Director Marantha Edwards worked hand-in-hand with the property owner, Loudoun County and the Virginia Economic Development Partnership on the successful effort to secure the project for Leesburg. Incentives included grants from the Governor's Opportunity Fund and the Virginia Investment Partnership.

Department Receives HUBZone Award

The Leesburg Economic Development Department was named the 2014 "Economic Development Agency of the Year" by the HUBZone Contractors National Council.

The Leesburg HUBZone received its designation on January 1, 2013, and has attracted 32 new companies since that time, creating 161 new jobs. An additional ten existing Leesburg companies have joined the program. Eighteen companies located in the Leesburg HUBZone have received HUBZone Certification to date, and several of the certified companies have been awarded federal contracts through the HUBZone program.

The Leesburg Economic Development Department works with a number of partners to promote the Leesburg HUBZone, including the Mason Enterprise Center, the Loudoun Workforce Resource Center, the Loudoun County Department of Economic Development, the Virginia Procurement Technical Assistance Program and the U.S. Small Business Administration. The collaboration with these groups has been the keystone to the success of the Leesburg HUBZone with joint efforts including seminars, site selection workshops, support groups, job fairs and counseling sessions.

Youth Career Expo Focuses on Entry-Level Jobs

Over 50 Leesburg businesses and 250 job-seekers converged on the ProJet Aviation Hangar at the Leesburg Executive Airport on Saturday, March 21, 2015, for the 3rd Annual Youth Career Expo.

The Expo focuses on career opportunities for recent college and high school graduates who are just entering the work force. There are many entry-level job opportunities in Leesburg and Loudoun County, but often younger workers

don't know where to start. The annual Youth Career Expo can help them get their foot in the door.

In addition to meeting face-to-face with prospective employers, this year the Expo also offered attendees a "dress for success" showcase and resume writing resources.

Planning for the 2016 Expo is currently underway. For more information, contact Kindra Jackson, Business Development Manager, at kindra.jackson@leesburgva.gov.

New Interactive Map of Land Use Applications



In October 2014, the Leesburg Planning and Zoning Department launched a new effort to keep residents and other stakeholders informed about requests to change the zoning, or allowed land uses, on parcels of land in the Town. The new online Leesburg Interactive Applications Map, known as LIAM, shows where each rezoning or special exception application is located. The map contains links to the actual applications and the staff reports that evaluate the requested changes based on the Town Plan and the Zoning Ordinance.

Now, if you see a yellow sign on a property in Leesburg indicating an upcoming Public Hearing regarding proposed development at that

location, you can go to the Town website (www.leesburgva.gov/liam) and view all of the information about the application. If you support or oppose the change, you can voice your opinion before either the Planning Commission or the Town Council.

New Residential

Completed

River Pointe	140 Single Family Homes, 135 Townhomes
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Active Construction

Crescent Place	137 Townhomes, 87 Condos
Valley View Estates	6 Single Family Homes, 15 Townhomes

Zoning Approved

Leesburg South	400 Single Family Homes
Somerset Park	48 Apartments
Village at Leesburg	84 Townhomes, 84 Condos



Crescent Place

RiverPointe



Pittsburgh Rick's



Cornerstone Chapel

New Commercial

Completed

Chipotle Mexican Grill	2,200 sq ft	Restaurant
Pittsburgh Rick's	2,000 sq ft	Restaurant

Construction Started

Cornerstone Chapel	110,000 sq ft	Church/Daycare
Courthouse Commons	16,600 sq ft	Office
K2M	148,000 sq ft	Office/R&D/Assembly
Oaklawn Gas Station	3,300 sq ft	Gas Station/Car Wash

Plans Approved

Lowe's	120,600 sq ft	Retail
Crescent Place	30,400 sq ft	Retail/Office



Parks & Recreation

Two New Town Parks Opened

During FY 2015, the Parks & Recreation Department cut ribbons for two new parks in Leesburg:

Mervin Jackson Park

In February 2014, the Town Council approved the development of a public park on the site, named in memory of the late Mervin Jackson, former Leesburg Vice Mayor and Council Member. The new park wraps around the Log Cabin and encompasses the gardens formerly maintained by the Loudoun Museum.

Mervin Jackson Park features new landscaping, benches, drinking fountains for people and dogs, and paved walkways connecting the Loudoun Museum and the Town Hall Rose Garden with Loudoun Street.

The April 25, 2015, ribbon cutting ceremony included remarks by Vernith Jackson, grandson of Mervin Jackson, and the presentation of a commemorative plaque to Jean Jackson, Mr. Jackson's widow.

Potomac Crossing Park

In November 2014, Potomac Crossing Park opened in the northeast section of Town. Located at the end of Shanks Evans Road in the Potomac Crossing neighborhood, and backing up to Ball's Bluff Regional Park, the park totals eight acres.

Approximately two and a half acres were cleared for the installation of a playground, picnic shelter and parking area. The remainder of the park is wooded open space. Paved and primitive trails connect to the trail network within Ball's Bluff Regional Park.



Potomac Crossing Park

Parks & Amenities	
Number of Parks	17
Total Park Acreage	371
Tennis Courts	11
Playgrounds	8
Soccer/Lacrosse/Football Fields	6
Picnic Shelters	6
Baseball/Softball Fields	5
Outdoor Basketball Courts	3

In addition to the amenities listed here, the Town's park system also includes the Catoctin SkatePark and an off-leash dog park and a fishing pond located at Olde Izaak Walton Park.

Group Fitness Classes

Each week, over 70 group fitness classes are offered at the Ida Lee Park Recreation Center, included free as part of your membership or with daily admission. Classes include cycle, step, strength training, Zumba, Pilates and yoga as well as choreographed interval training programs like Les Mills' BodyPump, R.I.P.P.E.D., and

TurboKick. Our instructors are certified and receive refresher training throughout the year.

The department strives to keep up with the latest trends in fitness training and adds new classes based on member interest. This past year, we added **Barre** classes that include ballet-inspired moves, **PiYo** which fuses Pilates, yoga and low-impact aerobics, and **Power Punch** that incorporates boxing and martial arts techniques. Instructors will help beginners modify exercises to fit their level, so there's no reason not to join a class!

Did You Know?

This past winter, we began offering **Pickleball** at Ida Lee! Pickleball is played with a paddle and a plastic ball and combines elements of tennis, badminton and ping pong.

Did You Know?

The Leesburg Executive Airport is the second busiest General Aviation airport in the Commonwealth and serves as a reliever airport for Washington Dulles International Airport.

Leesburg Executive Airport Chosen as Test Site for Remote Tower Technology

In March 2015, the Leesburg Executive Airport entered into a partnership with Saab Sensis Corporation and the Virginia SATSLab (VSATS) to be the first airport in the United States to test remote tower technologies. The Virginia Department of Aviation and the Federal Aviation Administration (FAA) are advisory partners on the project.

The Leesburg Executive Airport does not have an air traffic control tower. In order to have a tower, the Town of Leesburg would be responsible for construction and maintenance of the tower. Construction costs could easily top \$5 million.

The remote tower will consist of a “crow’s nest” of high definition video cameras, a pan-tilt-zoom camera and microphones installed on the roof of the airport terminal building. The cameras and microphones will

send data to the remote tower center (RTC) which will be located inside the airport terminal building. The RTC will have a series of high-definition video displays showing a 360-degree view of the airport and a two-position controller desk. During the summer of 2015, FAA-certified control tower operators will test and evaluate the technology.

In addition to the cost savings over construction and maintenance of a traditional tower, remote tower centers for multiple airports could be located at a single facility, further reducing costs and improving staffing efficiencies.



Remote Tower Center



Crow's Nest

Thomas Balch Library

Loudoun History Awards

Each year, the Thomas Balch Library Advisory Commission sponsors the Loudoun History Awards which honor individuals who have made significant contributions to preserving Loudoun’s past through the collection of documents and memorabilia, preservation of historic landmarks, visual arts, writing and long-term involvement in local history organizations.

In November 2014, the Loudoun History Award recipients were Vernon Peterson and Stephen C. Price (*pictured below, photo courtesy of Jim Roberts*).



Did You Know?

The Thomas Balch Library is a history and genealogy library owned and operated by the Town of Leesburg. The library offers a wide range of genealogy and historical research resources and classes, lectures, book signings and other events.

Mr. Peterson

was honored for his outstanding work researching and documenting the lives of African Americans in Loudoun County, particularly African American soldiers of the Civil War, and his work in preserving Rock Hill Cemetery in Bluemont.

Mr. Price was honored for his long-time preservation activism through such organizations as Loudoun Preservation Society, the Loudoun County Sesquicentennial Committee, the Land Trust of Virginia, the Mosby Heritage Area Association, Oatlands Plantation and the George C. Marshall Foundation.



Utilities

Sign Up for Automatic High Water Usage Alerts

Sometimes a spike in water usage is the result of taking out the “Slip n’ Slide” for the kids on a hot summer day. But sometimes, a spike in usage can signal a water leak, running toilet or other plumbing problem that needs to be fixed. If the leak is in the underground water line between the water meter and your house, unless you notice a soggy spot in the yard, you probably won’t know that you have a leak until you get your water bill—and it’s much higher than you expected.

To help water customers avoid the unpleasant shock of an unusually high bill, or the expense of damage repair caused by an undetected leak, the Town’s Utilities Department offers automatic high water usage alerts. Through the Town’s website, customers can view their daily usage for the past several years and then determine a threshold of daily usage that, if exceeded, will trigger an alert via either email or text message. To sign up and for more information, visit the Town website at www.leesburgva.gov/waterusagealerts.

The Utilities Department uses the same high usage alert system to proactively identify possible water leaks or other problems for water customers. Since the leak check program began in September 2014, staff has performed about 800 checks each quarter. So, don’t be surprised if you get a call or a visit from a Utilities staff member to let you know you might have a leak and to help you check.



Utilities Maintenance Programs

Just as your home or car requires regular maintenance to keep it in good running order, so too does the Town’s utilities system. Here are three annual maintenance programs conducted by the Utilities Department:

Valve Exercising — During FY 2015, the Utilities Department began a new preventive maintenance program, known as a Water Valve Exercise Program. Utilities crews close and then reopen the valves on the water mains and service lines in a specific distribution area. The purpose of the program is to test the operation of the valves, ensuring system reliability.

Water Main Flushing — Each spring, the Utilities Department conducts its annual program of flushing the water system, with special emphasis on dead-end water mains. Water is moved through the water mains at a high velocity to create a scouring action. Water is then discharged through a hydrant. The flushing removes sediment and other material build-up from the pipes, thus improving water quality.

Water Meter Change-outs — All Leesburg water meters are equipped with automated meter reading (AMR) technology. The Town first began installing the AMR-equipped meters in 2002. The meter change-out program is an on-going program that replaces meters in ten-year intervals, ensuring that all meters have the same technology and meet industry standards.

Did You Know?

Leesburg’s Kenneth B. Rollins Water Filtration Plant has received Virginia Department of Health’s Excellence in Waterworks Operations/Performance Award every year since 2004. In addition, the Town publishes an Annual Water Quality Report, available on the Town website.

FY 2015 Services

Trash



13,183 tons collected

Recycling

4,060 tons collected



Yard Waste & Brush



2,214 tons collected

Fall Leaves

483 tons collected



Bulk Items

3,702 collections made



Document Shredding

2 events
16 tons shredded



Capital Improvements Program

The Capital Projects Division of the Department of Public Works & Capital Projects Department is responsible for overseeing the design and construction of town infrastructure and facilities. In FY 2015, the Capital Projects team had 31 projects under management. Below is a list of major projects completed, under construction or in design during the past year. For the complete list of all projects in the current Capital Improvements Program, visit the Town website.

Completed in FY 2015

Edwards Ferry Road Right Turn Lanes at Route 15 Bypass

Potomac Crossing Park

Sycolin Road Widening, Phase III (Hope Parkway Intersection)

Under Construction during FY 2015

Airport Perimeter Fence

Downtown Improvements

Hope Parkway Extension

Lowenbach Street Improvements

In Design during FY 2015

Battlefield Parkway, Route 15 to Dulles Greenway

Lower Sycolin Sewer Conveyance System

South King Street Widening, Phase II (Greenway Drive to Masons Lane)

Stormwater Pond Retrofits (Chesapeake Bay TMDL Project)

Sycolin Road Widening, Phase IV (Tolbert Lane to South Corporate Limits)

Tuscarora Creek Flood Mitigation & Stream Restoration

Stay Informed About Trash & Recycling Collection Schedule Changes

The Town of Leesburg provides most residences in town with curbside trash collection twice a week, recycling collection once a week, yard waste collection twice a week from May through September and once a week during the other months, bulk item pickup once a week, Christmas tree recycling in January and year-round brush and fall leaf collection—all included as part of the services paid for by real estate taxes.

The Town's contractor for trash, recycling, yard waste and bulk item collections is Con-Serv Industries (CSI). Town street crews provide the brush and fall leaf collections. On occasion, collections don't go as planned, most frequently due to snow or extreme heat. To keep residents informed about scheduled and unscheduled changes to collections and other Public Works-related news, the Public Works staff offers an e-newsletter. Sign up at www.leesburgva.gov/trash.

Did You Know?

The Town will provide each household with up to 2 blue recycling bins free of charge. If your recycling bin is lost or damaged, stop by the receptionist desk in the lobby of Town Hall (25 West Market Street) and we'll give you a new one!

Resident Resources

Resident Orientation Videos

Do you know where your Town tax dollars go? Or how you can get involved in Town Government?

Last year, the Town launched a new series of videos, aimed at answering these and other questions that residents have about the Town and the services the Town provides.



The first 3 videos:

- ◆ Welcome to Leesburg
- ◆ Introduction to Town Government
- ◆ Your Dollars at Work

were completed last year. Check them out at www.leesburgva.gov/videos. Videos about your water & sewer service, trash & recycling services and the Police Department's Community Outreach efforts are in development and will be completed soon.

Tell Us About It

Do you have a question about your Town services? A comment, concern or complaint? Don't know where to look or who to ask?

Send a message via the Town website. Just go to www.leesburgva.gov/TellUsAboutIt, describe your issue or concern and a member of the Town staff will respond within two business days.

New Town Website

In November 2014, the Town launched a new and improved version of the Town website. The new site features "mega-menus" that show two levels of page navigation at once, new Find, Pay and Request quick link menus and an icon bar with links to the Town's social media accounts and other ways to engage with the Town.

Visit the new Town website at www.leesburgva.gov. Let us know what you think and how we can continue to improve it.

