

Town of
Leesburg
Virginia

Annual Report

2017



Mayor's Message



A handwritten signature in black ink that reads "Kelly Burk". The signature is fluid and cursive.

Kelly Burk
Mayor of Leesburg

It is truly a privilege to serve you, the residents of Leesburg, as your mayor. I am very proud of the work that the Town does to provide the highest quality services while maintaining a reasonable tax rate.

Leesburg is one of the best places to live - not just in the Northern Virginia region, but in the whole country - and we want to keep it that way. In order to maintain Leesburg's high quality of life, we are making smart investments to move the Town forward without sacrificing the small town character that makes Leesburg special.

This annual report highlights our accomplishments during the 2017 fiscal year (July 2016-June 2017). In particular, I would like to note our continued progress to improve the Town's transportation infrastructure. The last segment of Battlefield Parkway is under construction and will be completed in Spring 2018.

Please take a moment to read through this report. I know you will learn something you didn't know before, something that will make you proud to call Leesburg your hometown.

Town Manager's Message

On behalf of the entire Town organization, I am pleased to present the Town's Annual Report for Fiscal Year 2017 (July 1, 2016 through June 30, 2017).

Over the past year, Town staff has been focused on improving service levels by examining our current processes and procedures – everything from online bill pay to brush collection – and identifying ways to increase productivity, often through the use of new technology. We have only begun to scratch the surface with these improvements. Several enhancements are highlighted in this report, and you can expect to hear about additional changes and improvements in the coming year.

I encourage you to reach out to both the Town Council and staff with your thoughts, comments and concerns. Leesburg is a great community. We need your input and involvement to make it an even better place to live, work, and play.

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.



A handwritten signature in black ink that reads "Kaj H. Dentler". The signature is stylized and cursive.

Kaj H. Dentler
Town Manager

Leesburg Town Council

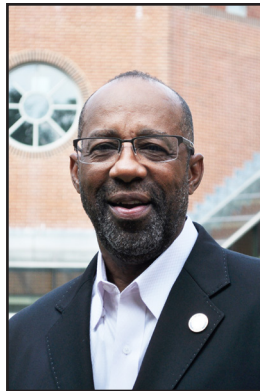
The Leesburg Town Council consists of the Mayor who is elected for a two-year term and six Council Members who are elected on a non-partisan, at-large basis for staggered four-year terms. Town Council elections are held in November of even numbered years. In each election, the Mayor and three Council Members are elected and take office on January 1st of the following year.

The Town of Leesburg operates under the council-manager form of government. The Town Council sets policy and hires the Town Manager who acts as the chief executive officer of the Town government.

The Town Council meets on the second and fourth Tuesday of each month at 7:00 p.m. in the Council Chamber on the second floor of the Leesburg Town Hall (25 West Market Street). The Council holds work sessions at 7:00 p.m. on the Mondays preceding the regular Tuesday meetings, also in the Town Hall Council Chamber. Meetings are broadcast on the Town's local government access cable channel (Verizon FiOS channel 35 and Comcast channel 67) and webcast on the Town's website (www.leesburgva.gov/webcasts).



Vice Mayor Suzanne Fox
Term Expires December 2018



Council Member Ron Campbell
Term Expires December 2020



Council Member Tom Dunn
Term Expires December 2020



Council Member Hugh Forsythe
Term Expires November 2017



Council Member Marty Martinez
Term Expires December 2018



Council Member Ken Reid
Term Expires December 2020

Town's Bond Rating Reaffirmed

The Town's bond rating is like a consumer credit rating. If you pay your bills on time, keep your debt under control, and have a substantial financial reserve, your credit rating improves and you can qualify for lower interest rates on loans. The Town's bond rating works exactly the same way.

The Town issues bonds in order to have the cash to build capital improvements like new roads and recreational facilities. Whenever the Town gets ready to issue new bonds, rating agencies review the Town's finances (Are our revenues stable? Do we have a balanced budget?), past performance (Did we build what we said we were going to build with the last bond issue?) and economic situation (Are new businesses opening in Town? Are housing prices stable?) and then issue a new or affirmed bond rating.

Bond ratings range from AAA to D, with a AAA rating considered prime investment grade and a D rating

AAA

indicating the bond issuer is in default.

Although the Town wasn't issuing new bonds, in November 2016, as the result of tighter rating criteria, Fitch Ratings took a new look at the Town's financial situation. Town officials were pleased (but not surprised) that Fitch reaffirmed the Town's AAA rating.

The Town of Leesburg is the only town in Virginia that currently holds AAA ratings from all three major rating agencies, giving the Town the coveted "Triple Triple A" status. These high ratings save taxpayers thousands of dollars each year in interest on bonds.

Downtown Parking Improvements

Downtown parking is always an important topic! This year, the Town made some significant improvements to several areas of downtown parking:

1. Parking Garage Enhancements. The interior of the Town Hall garage was painted. In addition, some areas were restriped to create larger spaces. Finally, the parking garage began accepting credit card payments.



2. New Church Street Parking Lot. The Town has leased the parking lot at Loudoun and Church Streets, previously used for County employee parking. The lot is now open to the public and accepts both cash and credit card payments. Parking is free on nights, weekends and holidays.

3. Smartphone Payments for Parking Meters. Downtown visitors can now pay for parking meters using the Park-mobile smartphone app. You can even add time to your meter from wherever you are - you don't have to go back to the meter to add time.



Improved Online Bill Pay

While our taxpayers and utility customers have been able to pay their Town bills using online bill pay through their banks, until recently, the banks had to print a paper check and mail it to the Town. This process took up to 10 days, occasionally longer, and sometimes resulted in late payments and penalties for customers. No longer! The Town now accepts electronic payments from banks, shortening the payment processing time from 10 days to 24 hours.

Eric Brown Skate Plaza at Catoctin Park Opens

In May 2017, the Town held a ribbon cutting ceremony for the newly-named Eric Brown Skate Plaza at Catoctin Park. As a teenager, Eric Brown was instrumental in the creation of the original Catoctin SkatePark, which opened in 1998.

The new skate plaza is approximately the same size as the previous park, but the wooden ramps and elements have been replaced with state-of-the-art concrete. The new skate plaza features a bowl, vertical wall and street elements. Catoctin Park is located at 141 Catoctin Circle SE and is open from dawn to dusk.



Permanent Stage Installed on Town Green



In May 2015, a truck drove off the second level of the Town Hall parking garage and landed on Town Green, damaging the circular benches and planters between the main entrance to Town Hall and the flagpoles.

Recognizing the opportunity that the unfortunate accident offered, Town staff proposed installing a permanent stage rather than replace the benches. After review by the Board of Architectural Review, the Town Council approved the decision. The new stage was inaugurated in December 2016 with the annual Christmas Tree & Menorah Lighting ceremony.

The Town Green is the site of other events including the Acoustic on the Green summer concert series. The permanent stage has made preparations for these events quicker and more efficient for staff. In addition, it saves wear and tear on the moveable stage that the Town now uses for events in other locations. Performers love the new stage, too.

Raflo Park Sculpture Trail

A project of the Leesburg Commission on Public Art (COPA), the "Art sPARKs" sculpture trail was installed in Raflo Park in the summer of 2016. The trail features five sculptures, chosen through an open call to artists.

The sculptures will be on display through June 2018, when five new sculptures will be installed. The sculptures are available for purchase.

According to Tom O'Neil, COPA Chair, there are many venues for paintings and other two-dimensional art to be displayed in town, but few places for sculpture. They originally proposed putting the sculpture trail at Ida Lee Park, but Town staff steered them toward Raflo Park as a better location with more visibility.



Lansdowne Development Corporation donated the construction of the trail and the five sculpture pads. Other sponsors of the sculpture trail include Middleburg Bank and the Friends of Leesburg Public Arts.

Gregory Brown Sworn In As Leesburg's Police Chief

On September 29, 2016, Gregory Brown was sworn in as Chief of the Leesburg Police Department. Greg is Leesburg's 5th police chief and replaces Joseph Price, who served in the position for 16 years.

Chief Brown came to the Leesburg Police Department from the Loudoun County Sheriff's Office, where he was commander of the Eastern Loudoun Station.

During his remarks at the swearing-in ceremony, then Mayor David Butler noted that the hiring of a police chief is the most important decision community leaders make. Brown was chosen from a field of 88 candidates from across the country. The International Association of Chiefs of Police (IACP) assisted Town leadership in the recruitment and selection process.

During his first year on the job, Chief Brown has



focused on getting to know the department and the community.

"Speaking to as many as possible helped me to better understand what everyone was expecting of their new police chief," Chief Brown says.

Police Department Volunteers Help Paint Loudoun Abused Women's Shelter

In November 2016, volunteers from the Police Department, the Loudoun County Commonwealth's Attorney's Office, the FBI Washington Field Office, recruits from the Northern Virginia Criminal Justice Training Academy, and their family members spent two days giving the Loudoun Abused Women's Shelter and administrative offices a much-needed interior paint job. The paint and supplies were donated by the Home Depot and Lowe's stores in Leesburg.



Promotions and New Hires Fill Key Positions



Captain Jim Daly



Captain Wes Thompson

With last year's promotion of Vanessa Grigsby to Major/Deputy Chief and a number of retirements in the Police Department, one of Chief Brown's first orders of business was to fill several key positions.

Wes Thompson, a 28-year veteran of the department, was promoted to Captain and assigned as Commander of the Administrative and Support Services Division.

Captain Jim Daly joined the department in February 2017 from the Arlington County Police Department as Commander of the Field Operations Division.

In addition, Sergeant Bob Thompson was promoted to Lieutenant and Lt. George Cumberledge joined the department from the Loudoun County Sheriff's Office to fill out the department's command staff.

New Hybrid Energy Power Plant Uses Leesburg’s Reclaimed Water for Cooling

Back in 2010, Loudoun County approved the construction of a hybrid energy power generating facility south of Town, off Sycolin Road. Green Energy Partners, the original developer of the Stonewall Energy Facility, approached the Town of Leesburg about purchasing treated effluent, or reclaimed water, from the Leesburg Water Pollution Control Facility (WPCF). The Town’s treated waste water is normally discharged back into the Potomac River.

In October 2013, the Town and Green Energy Partners entered into an agreement for the Town to supply 3.75 million gallons a day of reclaimed water to the plant and for Green Energy Partners to construct a new service line, known as the “Purple Line”, from the WPCF to the plant.

Construction on the Purple Line began in September 2015 and the Town began supplying water in April 2017. As part of the agreement, the Town’s WPCF added new staff to provide 24/7 operations.

Now owned by Panda Energy Funds in partnership with Bechtel Development, the Panda



Aerial photo courtesy of Panda Power Funds

Stonewall power plant began operations in May 2017, producing enough electricity for up to 778,000 homes.

Without Leesburg’s reclaimed water, the plant would have to draw fresh water from Goose Creek or the Potomac River. This partnership is a great example of government and business working together to conserve our natural supply of drinking water.

Russell Branch Parkway Extension Requires New Security Measures at Utilities and Public Works Facilities



Water Pollution Control Facility Entrance

When Lowe’s opened in Leesburg last year, a new section of Russell Branch Parkway, from the Village at Leesburg to Battlefield Parkway also opened. The new roadway created more visibility and better access to three Town facilities located on the south side of Russell Branch Parkway: the Utilities Administration and Maintenance Building, the Water Pollution Control Facility, and the Public Works Shop.

Previously, the three facilities shared a driveway off Keystone Drive. Now, each facil-

ity has its own entrance from Russell Branch Parkway. With the increased visibility and access came a need for greater security. Perimeter fencing and gates with entry codes were installed this year as well as landscaping along Russell Branch Parkway.

As part of the changes, the Town relocated the shed for residents to pick up bags of Tuscarora Landscapers’ Choice, the biosolids soil amendment product, that the WPCF produces and offers to residents for free.



TLC Shed on Russell Branch Parkway

Public Works & Capital Projects

Streets Division Uses Lean Six Sigma “Kaizen” Process to Streamline Bulk Leaf and Brush Collection



As a part of the Town’s ongoing effort to create efficiencies in our work processes, staff have been trained in the Lean Six Sigma method of business process improvement. Lean Six Sigma uses collaborative team efforts to break down a process into its essential elements and eliminate redundant or unnecessary steps to create a more efficient process.

The Public Works Streets Division crews were the first to put this training into practice with a week-long evaluation of the bulk leaf and brush collection operations. The staff team looked at everything from how to inspect equipment before starting a shift to the routes they follow to dealing with items that cannot be collected.

Staff spent one day following crews to observe their work and identify ways to standardize procedures. A whole series of improvements have been put in place as a result, including:

- Use of tablets in the field to track collections and flag brush not collected, tied to the Town’s GIS. Administrative staff have access to this data in real time, so they can answer questions from residents.
- New procedures for tagging materials not collected, so residents know the reason.
- Changes to the Town Code to limit the amount of brush per week to approximately 128 cubic feet (4’x4’x8’).
- Adding a second leaf dumping location on the south side of Town, to improve efficiency.
- Adding a second truck to each quadrant for leaf collection.
- Signs were added to the sides of the trucks, advertising brush collection (picture above left). New signs will be installed on the trucks during leaf collection.

The best result of the process is that staff now feel that they “own” the work, rather than being told how to do it, and they continue to look for ways to improve.

This coming leaf season, residents should see positive improvements in collection times.

Last Segment of Battlefield Parkway Under Construction

The idea of Battlefield Parkway - a ring road around the Town, outside the bypass - was added to the Town Plan in 1986. Thirty-one years later, that vision will finally be realized.

The first segment of Battlefield Parkway, through the Exeter neighborhood on the north side of Leesburg, began construction in 1987. In the 30 years since then, an additional 13 segments of the road were constructed, mostly by developers. The Town built a couple of sections and VDOT constructed the section south of Route 7 and across Tuscarora Creek to Kincaid Boulevard, using a combination of federal, state and local funding.

The last segment of Battlefield Parkway, from the Dulles Greenway to Route 15 (South King Street), is now under construction and scheduled for completion in Spring 2018. The right-of-way for the road was

provided by the developer of the Meadowbrook Farm neighborhood currently under construction. Funding for this last segment came from Loudoun County, the Northern Virginia Transportation Authority, VDOT and the Town.



Johnston Collection Walking Tour

Charles A. Johnston (1806-1877) was a respected Leesburg businessman. In 1838, he purchased the stone house at 103 Loudoun St SW for his new bride. He expanded the house with a brick addition and later operated a dry goods and grocery store at that location for a number of years. Johnston owned the building across the street (currently Finch Sewing Studio), where he manufactured hats for sale at his shop on King Street across from the courthouse. Charles' son, S.J. Johnston, was also a Leesburg businessman and operated a jewelry store at 12 South King Street (currently the King Street Oyster Bar).

Descendants of the Johnston family donated a collection of family papers and artifacts to the Thomas Balch Library in 2010. The Charles A. Johnston Collection is the most diverse collection held by the library, incorporating manuscript materials, rare books, photographs, film and memorabilia from the Johnston family and many of their personal friends and business acquaintances. This collection, full of everyday items and individual stories, offers a view of life



Photo of Dr. John Gibson's office at 22 West Market Street, November 1902

in Leesburg and Loudoun County from the late 1700s through the 20th century.

Project archivist Ben Tayloe spent three years cataloging and processing the collection to make it accessible to researchers. In October 2016, the library published a self-guided walking tour booklet that Ben wrote, highlighting the Johnston family homes and businesses as well as other businesses and locations in downtown Leesburg represented in the collection. The tour booklets are available free of charge from the library at 208 West Market Street.

Leesburg Executive Airport

Remote Tower Testing Completed



The Leesburg Executive Airport does not currently have an air traffic control tower and, without a tower, the airport's economic growth potential is limited. However, building a tower could cost as much as \$6 million. Three years ago, the Town entered into a partnership with Saab Sensis and the Virginia SATSLab to test new technology that could provide air traffic control without the expense of building an actual tower. This remote air traffic control tower technology cleared some critical hurdles this past year.

The remote tower uses an array of video cameras and microphones mounted on the roof

of the airport terminal building that transmit video and audio to a control center inside the building. In the control center, a series of high-definition video displays show a 360-degree view of the airfield. Last year, FAA-certified air traffic controllers evaluated the system without actually directing air traffic.

This year, the FAA installed a temporary tower at the airport. Air traffic controllers operated simultaneously in the temporary tower and the control center, in order to determine if the level of control provided by the remote tower is equivalent to an actual tower. The results of that testing were very positive and the system is expected to be approved by the FAA for use by airports in the United States.

The Town is now in the process of requesting that the Leesburg Executive Airport be accepted into the FAA Federal Contract Town Program, which would allow the Town to apply for federal funding for permanent air traffic control services.

Economic Development

New & Expanding Businesses Bring High-Tech Jobs to Leesburg

Leesburg continues to expand its employment base, particularly in the technology sector. Leading the way are K2M and EIT. Both companies recently opened large new facilities in Leesburg.

In June 2016, K2M opened their new corporate headquarters and R&D facility in the Oaklawn development. K2M is a global medical devices company that develops innovative solutions for spinal pathologies. Initially, K2M anticipated having about 375 employees, but just over a year after opening their new building, they have exceeded 500.

In March 2017, EIT's new corporate headquarters, also in Oaklawn, opened. EIT is an electronics manufacturing services provider. The new Leesburg facility has approximately 125 employees.

Still under construction just down Miller Drive from EIT is EPL Archives' new facility. EPL Archives provides storage for biotechnology research and manufacturing materials. The Leesburg facility will employ 60 people when fully staffed. The new facility is expected to open in September 2017.

A number of existing businesses in Leesburg experienced significant growth in jobs during the past years as well. PhishMe, the leading provider of human-focused internet phishing defense systems, expanded their leased space at the Village at Leesburg to accommodate the company's nearly 400 employees. PhishMe was named a "Best Place to Work" in the Washington, D.C. area, by *Washington Business Journal*, two years in a row.



EPL Archives Under Construction on Miller Drive



EIT's New Corporate Headquarters in Oaklawn

Thanks to the efforts of the Town's economic development staff, Leesburg's proximity to Washington, D.C., and the fact that the Town is home to Loudoun County's only HUBZone, federal contracting is big business for Leesburg. Four companies that started in the Mason Enterprise Center in downtown Leesburg were recently named to Inc.'s list of the 5,000 fastest growing companies in the country. FedBiz IT Solutions, B3 Group, Lynker Technologies and InfiniSource Consulting Solutions have all landed major federal contracts and created jobs here in Leesburg in the past year.

Business Assistance Team

Starting a business can be a complicated process, requiring approvals or licenses from the Town, Loudoun County and the Commonwealth of Virginia. Even within the Town, a business owner may need to visit multiple departments.

In an effort to streamline the process, the Town has created a Business Assistance Team, with staff from Finance & Administrative Services, Planning & Zoning, Utilities, Economic Development and the Town Manager's Office. This team is tasked with reviewing processes and procedures for new businesses and identifying improvements to make starting a business smoother and easier.

One result of the team's work is a new and improved "New Business One-Stop" page on the Town's website that provides links to the most commonly requested resources. Check it out at www.leesburgva.gov/one-stop.

Eastern Gateway Planning Effort Makes Progress



During the 2012 Town Plan Update, there was consensus that the land use designations for the area along East Market Street from the bypass to the eastern Town limits needed to be addressed. The current designation is for campus-style office development, but recent

development reflects a trend that integrates housing, retail, entertainment and office uses. The Village at Leesburg is a prime example.

Following a design charrette with the Loudoun Design Cabinet and an online public survey, the project was rebranded from the East Market Street Area to the Eastern Gateway District, based on feedback that most people do see this area as the primary entryway to Leesburg and want its future development to reflect that role.

A public input session was held in June 2017. More public input sessions will be scheduled this fall as council and staff work with stakeholders (residents, businesses, property owners) to refine the vision for this area of Town. For more information, visit www.leesburgva.gov/easterngateway.

New Residential

Active Construction	
Crescent Place	137 townhomes; 87 condos
Meadowbrook Farm	400 single family homes
Village Walk	84 townhomes; 84 condos
Plans Under Review	
Crescent Parke	178 townhomes; 166 condos
King Street Station	68 condos
Leegate	326 townhomes; 142 condos
Leesburg West	23 single family homes
Somerset Park	42 apartments



Meadowbrook Farm Model Homes off South King St



Poet's Walk Memory Care Facility in Oaklawn

New Non-Residential

Completed in FY 2017	
Cornerstone Chapel	110,000 sq ft
Crescent Place Retail Condos	20,000 sq ft
EIT	60,000 sq ft
CubeSmart Self Storage	74,400 sq ft
Under Construction	
Crescent Place Retail Condos	10,000 sq ft
EPL Archives	155,000 sq ft
Poet's Walk Memory Care	37,000 sq ft

FY 2017 Annual Report

Town of Leesburg Government Offices & Contact Information

Leesburg Town Hall

25 West Market Street

www.leesburgva.gov

info@leesburgva.gov

703-777-2420

- 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

www.leesburgva.gov/police

703-771-4500 (Non-emergency)

Leesburg Executive Airport

1001 Sycolin Road SE

www.leesburgva.gov/airport

703-737-7125

Economic Development

202 Church Street SE

www.leesburgva.gov/businesses

703-737-7019

Parks & Recreation

60 Ida Lee Drive NW

www.idalee.org

703-777-1368

Thomas Balch Library

208 West Market Street

www.leesburgva.gov/library

703-737-7195

Utilities Department

1385 Russell Branch Parkway SE

www.leesburgva.gov/utilities

703-771-2761

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