

ANNUAL REPORT 2021

Leesburg

the hometown of the 21st century

A comprehensive overview on your hometown.



Mayor's Message



Kelly Burk
Mayor of Leesburg

The year 2020 was one of the most challenging years in history. Leesburg struggled with the impacts of COVID-19 but we did not let the virus bring us down.

The Town, state, and federal governments created programs to help struggling businesses stay open. Rent payments were provided for those who had no income and contributions were provided to non-profits who offer a myriad of services to the community.

Town Hall never closed for business and we continued to work and achieve the goals of the Leesburg Town Council. The West Market Street Project was completed and looks fantastic. Sidewalks were repaired and made ADA accessible, which is my goal for all sidewalks in our Town.

Planning & Zoning, along with the Planning Commission, continued to develop Legacy Leesburg, the Town's guideline for development. And the Tuscarora Creek Flood Mitigation and Stream Restoration Project was completed. Nearby residents are now protected from flooding by a beautiful new stream bed, which also provides a new habitat for wildlife of all kinds.

These are but a few of the projects outlined in this annual report that were accomplished during such a difficult year. We should all be proud and it is great to be Mayor in such a caring and strong Town.

Last but not least, I will soon have an office at Town Hall. I am very excited to move into the space. The Town Council continues to work on your behalf but we need to hear from you. Don't hesitate to contact us by email, phone or on the town's website. We serve you and value your input.

Town Manager's Message

I am pleased to present this year's Annual Report for Fiscal Year 2021 (July 1, 2020 through June 30, 2021). Fiscal Year 2021 was unprecedented, and presented challenges like no other year to the Town of Leesburg. In light of that, this year's report highlights each department, and how we successfully navigated through the COVID-19 pandemic in order to continue delivering the services our citizens and businesses depend upon.

I am very proud that Town Hall never closed to the public. I am also very proud of each department finding new ways to provide their services in compliance with all state mandated requirements. Working together to minimize risks, Town staff continued to prove that they are highly qualified and dedicated public servants who remained committed through unprecedented times.

Thank you for your commitment to reduce the spread of the virus, and for your continued support of our employees in their efforts to serve the community. Although we are not out of the woods yet, we look forward to a "new normal" that includes taking all appropriate mitigation measures.

I encourage everyone to reach out to the Leesburg Town Council and to Town staff to share your thoughts, comments, and concerns to help us better serve our community in the next fiscal year. Customer service remains a top priority in the Town, and I welcome your input and involvement so we can keep our community strong.

As always, it is an honor to serve as your Town Manager. Please feel free to contact me at kdentler@leesburgva.gov or at 703-771-2700. I would love to hear from you.



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 serves 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 website (www.leesburgva.gov/webcasts).

Residents are welcome - and encouraged - to attend Council meetings. Agendas are posted on the Town website at www.leesburgva.gov/agendas by close of business the Wednesday prior to the meeting. At the beginning of each regular meeting, there is a petitioners' section during which members of the public may speak to the Council on any topic.



Vice Mayor Marty Martinez
Term Expires December 2022



Council Member Ara Bagdasarian
Term Expires December 2024



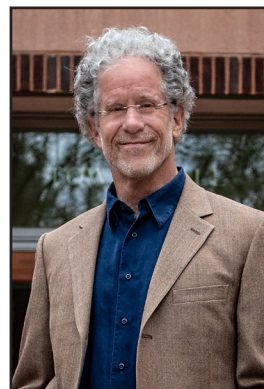
Council Member Zach Cummings
Term Expires December 2024



Council Member Suzanne Fox
Term Expires December 2022



Council Member Kari Nacy
Term Expires December 2024



Council Member Neil Steinberg
Term Expires December 2022

Swearing In Ceremony

In December 2020, Mayor Kelly Burk was sworn back into office for a third term. In addition, three new members joined the Leesburg Town Council: Kari Nancy, Zach Cummings, and Ara Bagdasarian.

Due to COVID-19, the event was held on the Town Green. Security measures were in place to control attendance, which at the time was limited to 25 people due to Governor Northam's orders. The ceremony was streamed live on the Town's Facebook page.



"The swearing-in ceremony was an extraordinary and creative way to swear in the new members while being cautious of the virus and its impacts."

- Mayor Kelly Burk

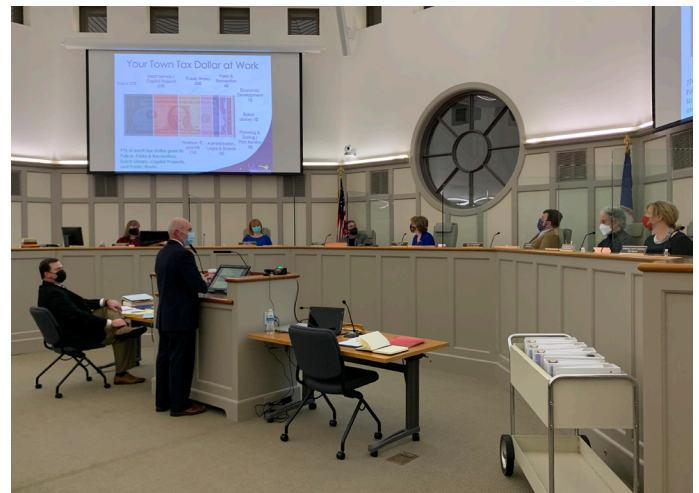
Council Goes Virtual

In order to minimize health risks, the Town implemented a number of changes to Town Council Meetings during the pandemic.

First, using the Webex platform, the Town offered remote participation in public meetings. Members of the public could offer comments during the petitioners' section of the meetings as well as testify during public hearings. In addition, under the provisions of the emergency declaration, the limitations on electronic participation by Council Members were waived.

Second, the Town made temporary modifications to the Town Chamber, to provide greater separation between people in the room. Staff moved off the dais and sat at the tables near the podium instead. Glass partitions were installed between each seat on the dais, enabling Council members to remove their masks when speaking.

Finally, members of the public who chose to attend meetings in person were physically spaced to allow appropriate "social distancing" with every other row of seats blocked off.



These protective measures, coupled with increased daily cleaning of all surfaces, applied to all meetings held in the Council Chamber, including Planning Commission and Board of Architectural Review meetings. As a result, the Town conducted "business as usual" throughout the COVID-19 pandemic.

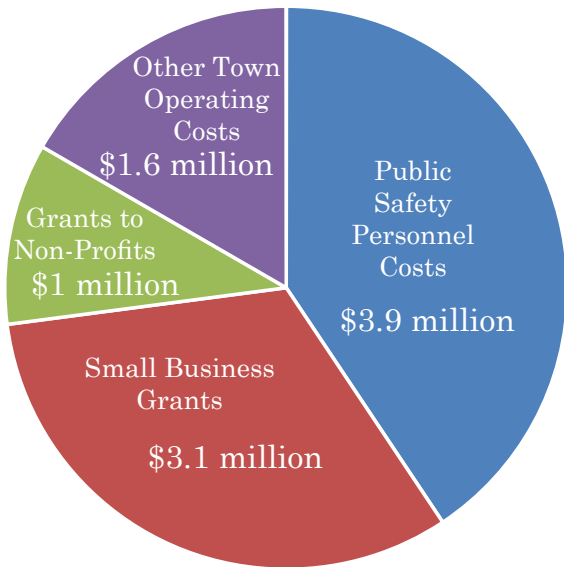
Fiscal Year 2021 Budget Recap

The Town of Leesburg’s fiscal year runs from July 1 to June 30. Each spring, the Town Council adopts the budget for the coming fiscal year. In March 2020, the Council adopted the budget for Fiscal Year 2021 which began on July 1, 2020, and ended on June 30, 2021. Budget documents for the current and past 10 fiscal years are available on the Town website at www.leesburgva.gov/budget.

At the start of Fiscal Year 2021, the Town forecast a 12% shortfall in General Fund revenue (\$7.8 million). By the end of the fiscal year, though, the projected revenue shortfall had decreased to \$4.6 million. The chart at right shows how the Town closed the gap.

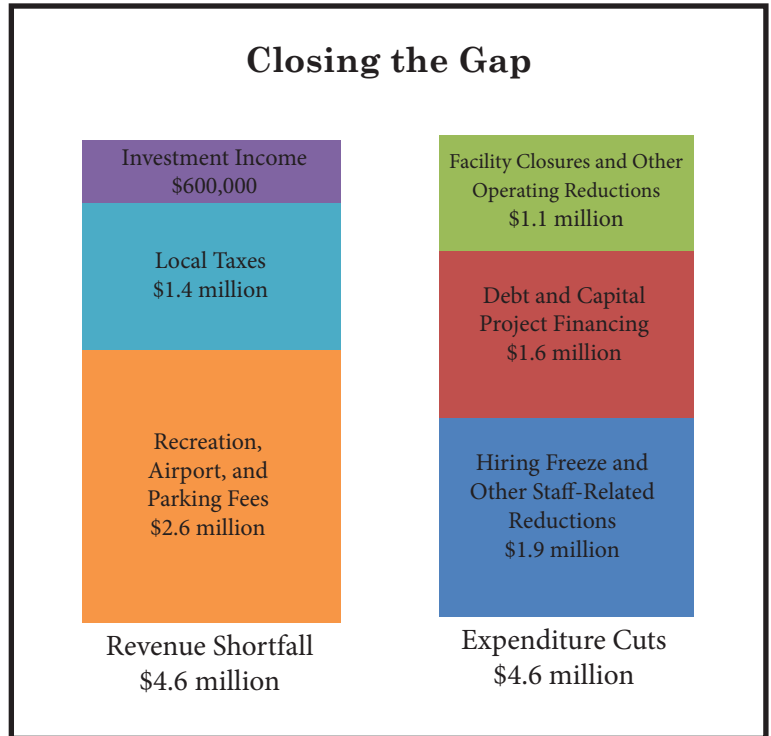
CARES Act Funding

In March 2020, Congress passed the Coronavirus Aid, Relief and Economic Security Act of 2020 (CARES Act). This act provided \$339.8 billion in aid to state and local governments. The Town received \$9.6 million, through Loudoun County, based on our population. Here’s how the Town spent that money:



Want More Information About the Town’s Finances?

Once a fiscal year has ended, the Town engages an independent accounting firm to audit the year’s finances, a process that takes about four months. After the audit is complete, the Town produces two reports: the **Annual Comprehensive Financial Report** and the **Popular Annual Financial Report**. The first report runs almost 200 pages and is designed to meet the Town’s legal fiduciary requirements. The second report is only eight pages and is designed for general audiences. Both reports are available on the Town website at www.leesburgva.gov/accounting.



How your property tax dollar supports local services:



Public Safety

Maintaining Safety During COVID-19

The COVID-19 pandemic significantly affected how the Leesburg Police Department operated. However, the same high level of quality service that our residents, businesses, and visitors expect daily never changed.

The Leesburg Police Department continued to be the only law enforcement facility in the county accessible to the public 24 hours a day. The availability of our officers to assist the public was never impeded by the precautions necessary to mitigate the risks of the COVID-19 pandemic.



Utilizing School Resource Officers

While students were engaged in virtual learning, our School Resource Officers expanded their community engagement and outreach by creating several safety videos, holding virtual book readings, and hosting an on-line Halloween costume contest, a coloring contest, the LPD Student Virtual Talent Show, and an art competition.

In partnership with the schools, the resource officers collected Loudoun County Public School Chromebooks for repairs prior to returning them to students.

Resource officers also spent time visiting students at locations such as the Destiny School for the Arts where they delivered donated bicycles, desks, furniture, meals, and face masks to those in need.

Free Speech Events

The Leesburg Police Department responded to multiple free speech events in downtown Leesburg in 2020. These events were held in regards to the death of George Floyd and to Governor Northam's COVID-19 restrictions.

At each event, members of the Leesburg Police Department had positive interactions with those attending and there were no reports of injury or property damage.



Photo credit - Adrien Reale

Information Technology



In Fiscal Year 2021, the Information Technology Department continued to support our already complex environment with the ability to work remotely. IT staff deployed new technologies, such as mobile devices and teleconferencing systems, for use at home and in the office.

Many staff members were issued additional devices and licenses to allow them to work both from home and the office, which in turn, facilitated a more flexible response to the needs caused by the pandemic.

In addition to mobile technologies, ten conference rooms throughout the town were outfitted with full Logitech ClickShare conference room systems including room cameras, microphones and wall-mounted displays.

The IT Department also supported the Town's operations by automating the CARES Grant process for Town businesses and non-profits, for which it was awarded the Laserfiche Government Impact Award.

This helped with the speedy but secure deployment of an on-line application system integrated with the Town's business license system to verify grant eligibility and distribute funds.



Planning & Zoning

Work on Legacy Leesburg, the Town's new comprehensive plan is continuing. A first draft of the document was made available in February 2021 and the public was invited to provide comments on the draft through a virtual workshop room and live sessions.

Over the last year, several related efforts have taken place. Town staff developed a series of videos to summarize the contents of the Legacy Leesburg for the public and the Town's Boards and Commissions provided comments to refine the plan.

A Planning Commission public hearing on Legacy Leesburg took place on April 1, 2021 and the plan is currently under review by the Planning Commission. The Town Council is expected to receive the draft plan from the Planning Commission by the end of 2021, for consideration and approval in the new year.



Utilities Department

The Utilities Department continued to provide its customers with safe, clean, and reliable water during the entire COVID-19 pandemic.

In 2020, and for the 17th consecutive year in a row, Leesburg received the Excellence in Waterworks Operations/Performance Award from the Virginia Department of Health. This award focuses on excellence in overall plant performance and filtration operations by recognizing organizations that set and achieve goals well beyond the established regulations.

Despite the challenges of the pandemic, employees continued to ensure that every quality standard established by the Federal Safe Drinking Water Act was met or exceeded.



Waterline replacement

In addition, the Town worked with customers to establish penalty free payment plans for those who fell behind on their accounts. Loudoun County's utility assistance program is expected to continue through December 2021.

Other accomplishments within the last year include:

- The replacement of a 1,100' linear feet of 8" waterline on W. Market Street.
- Completed rehabilitation of five tanks including two emergency storage basins, one secondary clarifier, one digester, and one digested sludge storage tank.
- Upgraded controls at Old Waterford Knolls, Goose Creek, Tuscarora, and Lower Sycolin pump stations to allow for SCADA integration.

Leesburg Executive Airport

Throughout the COVID-19 pandemic, the Leesburg Executive Airport remained open. It experienced significant growth in air traffic over the past two years, with 23 percent more traffic in Fiscal Year 2021 than 2020. In fact, the airport saw a 33 percent traffic increase when compared to traffic prior to the pandemic. Much of this increased traffic is flight training. Two new flight school businesses recently opened and the existing businesses have grown their aircraft fleet to meet demand.

To help manage this increase in air traffic, the Town's new remote tower center opened this year. The new center is where air traffic controllers keep Leesburg's busy air traffic moving safely and efficiently using the latest technology in remote tower systems. Leesburg's remote tower is one of two FAA pilot projects operating in the U.S. and the technology is rapidly growing.



New remote tower at Miller Drive

Tuscarora Creek Flood Mitigation and Stream Restoration Project Comes to Completion

The Town was able to keep some significant projects on track during the COVID-19 pandemic.

A dedication ceremony was held on Saturday, May 15, 2021 following the completion of the two-year Tuscarora Creek Restoration and Flood Mitigation project.

The project, located at Brandon Park, off Harrison Street between Catoctin Circle and Shenandoah Street, began in the spring of 2019. It involved two components to help reduce flooding of the adjoining residential properties.

The Town was awarded a total of \$961,613 in Stormwater Local Assistance Fund (SLAF) grants in addition to a \$13,500 grant from the Department of Forestry. Both grants required the Town to match the funding dollar for dollar.

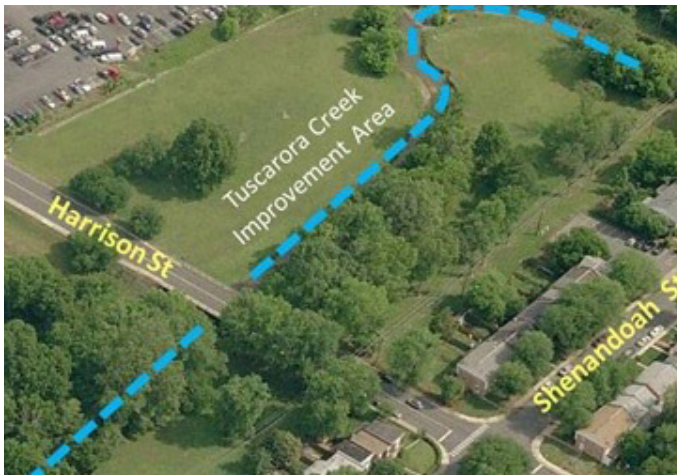


A ribbon cutting was held on May 15.

“This project has been a long time coming,” said Leesburg Mayor Kelly Burk, referencing the number of flooding issues that would occur during storms. “This was an opportunity to really make changes.”

“This was not a meandering creek like it is now. It was a roaring stream and it was not uncommon for it to go over its banks. So this project was really a project of love.”

“We wanted to make sure that the residents, their houses and their properties, were safe and that they were not disturbed.”



The area has been restored with more than 15,000 trees, plants, and shrubs. A variety of wildlife has also returned including Great Blue Herons, White Egrets, crawfish, and Monarch butterflies.

“We wanted to make it a project that brought back all the different elements of what makes a stream so important,” Burk said. The entire project was completed in November 2020.

Route 7 & Battlefield Parkway Transform to Interchange

In July 2020, the traffic signal at Route 7 (East Market Street) and Battlefield Parkway went dark as construction of a grade-separated interchange began.

Battlefield Parkway, between Russell Branch Parkway and the Marketplace at Potomac Station shopping center entrance closed for about ten months in order to allow crews to construct the overpass.

On Monday, June 28, 2021, state and local leaders joined the Virginia Department of Transportation (VDOT) and staff at a ribbon cutting to celebrate the interchange's re-opening. In addition, the traffic signal at Route 7 and Cardinal Park Drive was removed. The intersection is now in a permanent, right in/right out configuration.



A ribbon cutting was held on June 28, 2021

“This project is a great example of what we can accomplish when we work together as a region. The interchange benefits not only Town residents, but commuters traveling through Leesburg as well. We’re delighted to have been a part of moving this project forward, and delighted to see Battlefield Parkway reopen and the interchange become operational.”

- Leesburg Mayor Kelly Burk

Construction will continue through November 2021 to finish the remaining elements of the project. This includes:

- Adding more than a mile of auxiliary lane on eastbound Route 7 from the Leesburg Bypass to the Battlefield Parkway interchange, and from the Battlefield Parkway interchange to River Creek Parkway/Crosstrail Boulevard.
- Constructing a shared-use path along northbound Battlefield Parkway and a sidewalk along southbound Battlefield Parkway, as well as pedestrian signals and lighting. The Battlefield Parkway bridge over Route 7 will open for bicyclists and pedestrians later this summer.

The project will to relieve congestion, improve safety and enhance mobility for bicyclists and pedestrians along the corridor. The entire project should be completed by fall 2021.

Wagman/Parsons is the contractor/engineer for the \$59.6 million design-build contract. The project's total cost, about \$77.3 million, includes Northern Virginia Transportation Authority, federal, state, Loudoun County and Town of Leesburg funds. Visit virginiadot.org/route7battlefield for more project information.

Thomas Balch Library

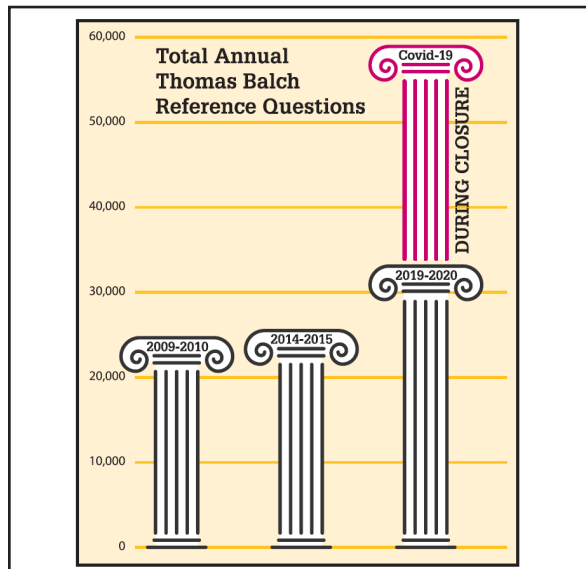
Operations at the Thomas Balch Library (TBL) were significantly impacted by the COVID-19 pandemic.

In March 2020, the library closed to public access; all physical outreach programs, meetings and exhibits were canceled, and some services, including interlibrary loan and collection donations, were halted.

All reference flex staff were furloughed and administrative flex staff hours reduced by 84 percent leaving one new full-time staff member teleworking and two full time staff on-site to handle all library services and functions.



Managing References Remotely



Requiring a considerable investment of time, creativity, and energy, staff worked to convert services from in-person to virtual. This conversion led to significant new demands on staff in fulfilling virtual reference, which has exceeded previously recorded volume.

During Fiscal Year 2019-2020 reference questions more than doubled over previous years. The trend continues – between July 2020 and February 2021 alone, TBL staff fielded 40,084 reference questions, averaging more than 5,000 questions a month.

This statistic is more impressive when it is noted that this workload was being handled by only three staff members. Logistically, researching, responding to, and tracking this volume of virtual requests without reduction of service represents an impressive accomplishment.

New Opportunities

Having established virtual service and created safety guidelines, TBL was able to re-open in June 2020 after a short two and a half month closing. In-house reference was by appointment only and expanded to additional hours and access to exhibits in July.

In August 2020, their monthly first Thursday classes resumed virtually becoming a sensational success with registrations and participation from all over the country. Reaching out to prior presenters from their Sunday lecture series, TBL was able to establish virtual author talks on Wednesday afternoons.

Staff looks forward to in-person tours, Sunday lectures, the Loudoun History Awards, and the annual genealogical seminar. Virtual programming successes will continue to be incorporated into their public services.



Parks and Recreation

The Parks & Recreation Department dealt with a lot of change during the COVID-19 pandemic.

From mid-March 2020 until June 2020, all facilities were closed following Governor Northam's Executive Order Fifty-Five and the guidelines that were put in place.

During this period of closure, staff performed the annual cleaning and maintenance of the facility so as not to incur any down time once the facility was allowed to re-open.



Spring classes, programs, and private classes were canceled, however Town of Leesburg parks and trails remained open.

Residents rediscovered the parks of Leesburg as an avenue for exercise, play, and enjoyment.

In addition, a series of recorded fitness classes were conducted and made available to the public that wanted to work out at home.

In June, a limited number of outdoor fitness classes were offered to allow for additional participation.

Recreation Center Re-Opens

In June, the recreation center re-opened with reduced hours and enhanced cleaning protocols, along with reduced capacities due to requirements for social distancing throughout the facility.

Fitness, aquatics, and recreation program capacities were reduced and equipment within the weight room was re-positioned or taken out of service to allow for social distancing. Equipment was placed in the lower level meeting space of Ida Lee creating a second fitness room to meet the needs of customers.



Tennis Center

Once re-opened in June, the tennis programs saw an increase in use due to its ability to operate in an outdoor environment.

The outdoor courts at the Ida Lee Park Tennis Center were open daily from 8 a.m. to 8 p.m. Private tennis lessons became available with a two-player limit per class.

Even with a reduction in program capacities due to social distancing requirements tennis operations were able to generate in excess of \$1M during Fiscal Year 2021 for the first time in the program's history.



A.V. Symington



In order to stay in compliance with Phase 3 of Governor Northam's Forward Virginia plan, all interactive features remained closed. This included the water slides, floating snake, and lily pad crossing.

The lazy river remained open but no tubes were permitted. Deck chairs were removed and residents were encouraged to bring a blanket or their own chairs.

Fast forward to June 2021 and the outdoor water park is back operating under normal procedures.

Special Events

The pandemic made things difficult for Town Events and resulted in the cancellations of the 2020 Independence Day Celebration, Airshow, Egg Hunt, and Christmas Parade.

In order to keep the Christmas spirit alive a virtual Tree Lighting Ceremony was held and downtown Leesburg continued to be decorated in bright Holiday Lights.

The department had to operate differently in order to host any events due to the COVID-19 restrictions in place.

Changes included holding the annual Holiday Arts & Crafts Show outdoors and conducting the Freeze Your Gizzard Race in a virtual environment. In Spring 2021, as restrictions began to loosen, the Department was able to hold the Flower & Garden with limited attendance capacities at Ida Lee Park.



Economic Development

During the COVID-19 pandemic, the Economic Development Department shifted the majority of their focus from direct business development, traditional retention, and expansion initiatives to business support. The department focused on several programs to assist the business community including the administration of grants through both CARES funding.

Working with a cross departmental team, the Economic Development Department distributed approximately \$3,966,450.51 in small business grant funds to 511 businesses with CARES funding and a funding.

This total includes approximately \$120,000 granted to 24 restaurants to fund the purchase of tents and heaters to extend the outdoor dining season into the winter with the remaining funds distributed to the business community in \$1000 to \$15,000 increments based on specific eligibility criteria set and approved by the Town Council.



Sidewalk Dining Program

The Sidewalk Dining Program began in July 2020. The goal was to help downtown restaurants impacted by the indoor dining restrictions set forth by the Governor's Executive Order.

The program was initially implemented on Friday and Saturday evenings before expanding to three days a week. It was funded through CARES Act funding through December 2020.

Due to popular demand, the Leesburg Town Council voted to continue funding the program. It continues to operate every Friday and Saturday evening, from 4 to 10 p.m., and Sunday from 10 a.m. to 4 p.m.

Launch of Locally Leesburg

In February 2021, the Leesburg Department of Economic Development introduced "Locally Leesburg" as a way to get businesses back on their feet following COVID-19.

It also helped to highlight the Town of Leesburg as a business location and a visitor and shopping destination.

Since the program's launch, a new business has been featured every Thursday while highlighting the services they offer and why they chose to locate in Leesburg.

All episodes are available on the Town's YouTube Channel and the Economic Development website while also being cross-promoted to social media.





Town of Leesburg
 25 West Market Street
 Leesburg, VA 20176
www.leesburgva.gov

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WHAT'S INSIDE

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- FY21 Budget Snapshot
- Completed Capital Improvement Projects

Fiscal Year 2021 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
 14 Loudoun Street SW
www.leesburgva.gov/businesses
 703-771-6530

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
 703-771-2750

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