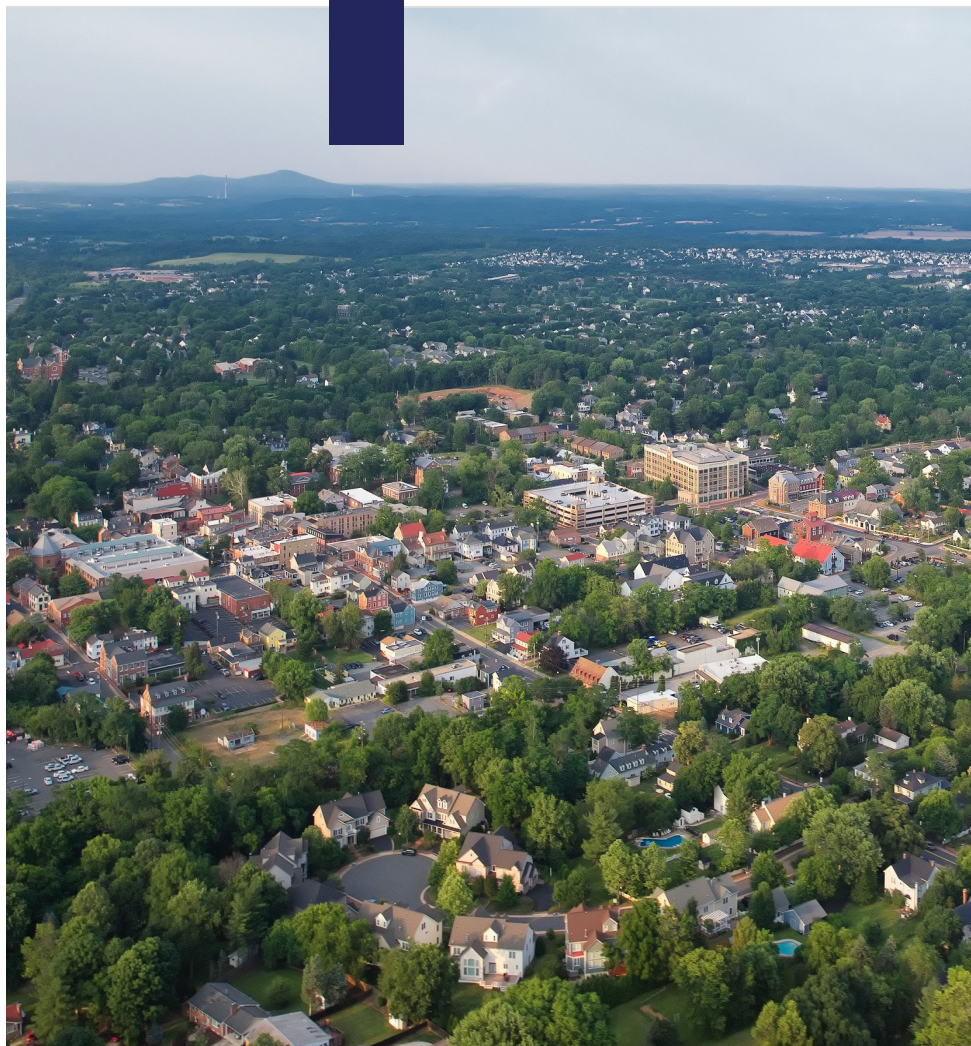




— Fiscal Year 2023 —



Town of Leesburg ANNUAL REPORT

July 1, 2022 to June 30, 2023

An overview of your hometown.

Table

Town Council	_____	8
Accolades	_____	9
Excellent Municipal Services	_____	10
At Your Service...Digitally	_____	11
Enhancing Quality of Life	_____	12
Every Drop Matters	_____	13
Fiscally Sound	_____	14
An Investment of Time	_____	15
Business Opportunities	_____	16
Family Friendly Enviroment	_____	18
Safe Neighborhoods	_____	20
Sustainability	_____	21

The Mission

The Town of Leesburg is dedicated to providing excellent municipal services that enhance the quality of life for our diverse community.

The Vision

The Town of Leesburg will be a prosperous, fiscally sound, and family-oriented community with a full range of housing, business, cultural, and recreational opportunities in a safe and attractive environment for residents, businesses, and visitors.

We Value

- Our taxpayers, residents, customers, and employees
- Development and empowerment of our employees to apply their knowledge, skills, and capabilities to support a culture of customer service excellence.
- Civic pride
- Safe neighborhoods
- Town culture and heritage
- Entrepreneurship and innovation
- Parks and open spaces
- The Historic District (downtown)
- Fiscal responsibility
- Accountability



A Message from the Mayor

I am very proud that the Town of Leesburg experienced a return to normalcy in Fiscal Year 2023 from the COVID-19 Pandemic. During this time, residents were able to fully enjoy and participate in our amazing special events such as the Flower and Garden Festival, July 4th Independence Day festivities, Air Show, and TASTE. Our downtown area and general business community reflect a rebounding economy inclusive of First Fridays in our historic downtown area and Plaza Parties at the Village at Leesburg.



I am also proud of various accomplishments we as a Town have received in Fiscal Year 2023. This includes being recognized as the 8th Best Place to Live in September 2022 on Fortune's 25 Best Places to Live for Families in the Country and Most Beautiful Town in Virginia by Travel.com in October 2022. In May 2023, Ida Lee Park Recreation Center and Ida Lee Park Tennis Center were both named in Virginia Living Magazine for Best in Virginia.

In January 2023, three new members officially joined the Town Council. As such, our bi-annual planning retreat was held. The resulting work plan identified strategic objectives for the next two years, which are highlighted on the next page.

I am honored to serve as Mayor of the Town of Leesburg. As the largest Town in the Commonwealth of Virginia, we strive hard to ensure a live-work-play community that cherishes our diversity, our history, and our small town feel where everyone feels included. I trust you will find this year's annual report to be insightful. My fellow Council members, Board and Commission members, and our staff work hard every day to ensure our services and policies allow Leesburg to sustain our success and to be resilient to all future challenges.

Kelly Burk

The Mayor

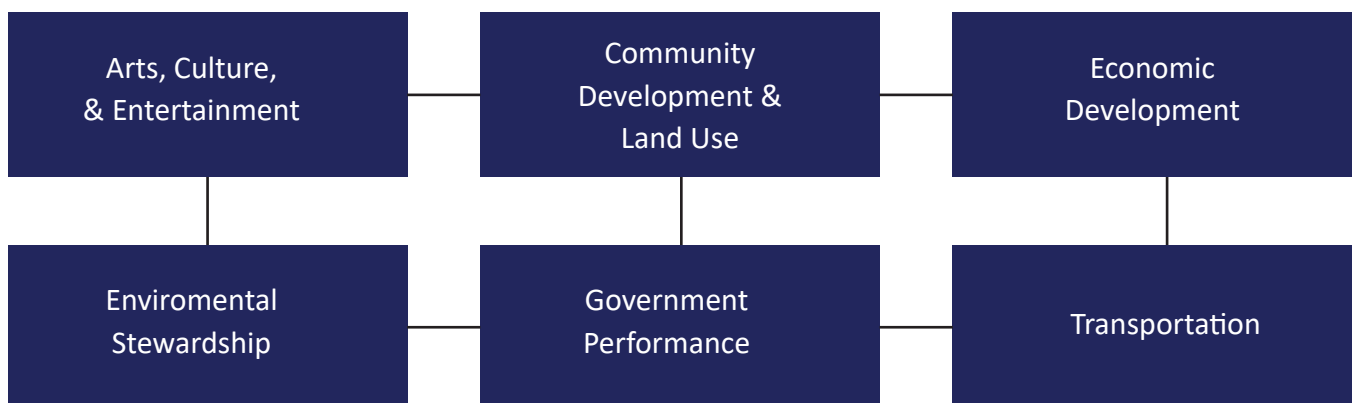
Leesburg Town Council

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.



*Top (left to right): Council members Todd Cimino-Johnson, Kari Nancy, Ara Bagdasarian, Patrick Wilt
Bottom (left to right) : Councilman Zach Cummings, Mayor Kelly Burk, Vice Mayor Neil Steinberg*

A council retreat was held in January 2023 where members of the Leesburg Town Council gathered to set priorities for the new term. Within each category are various work plan items that Town staff has been directed to work on throughout the year. As you read through this Annual Report, you will see some of those initiatives outlined.



A Message from the Town Manager

On behalf of Town staff, I am pleased to present this year's Annual Report for Fiscal Year 2023 (July 1, 2022 through June 30, 2023). The Town Council's bi-annual work plan guides staff efforts to better serve our community while ensuring day to day services meet customer expectations.



Key focus areas in Fiscal Year 2023 included technological improvements for improved public access and information, business processes and cyber security measures, economic development with a focus on our historic downtown, emergency management and public safety, environmental stewardship, and implementation of the Town Plan that was approved in March 2022.

I encourage you to contact the Leesburg Town Council and Town staff to share your observations, 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.

Thank you for your continued support of our Town employees in their efforts to serve and protect your neighborhoods, schools, and businesses each and every day. Feel free to contact me at kdentler@leesburgva.gov or (703) 771-2700 as your input is always welcome.

Kaj Dentler

Town Manager

Excellent Municipal Services

Improvements to Clerk's Office

One week prior to the end of the Fiscal Year, the Leesburg Town Council voted to adopt a new proclamation process, which now allows users to submit requests online. The Web-based form will help streamline the process while reducing the amount of time it takes staff to research and prepare proclamations. Proclamations in the Town of Leesburg serve an important function in recognizing and celebrating causes or events that have a positive impact on the Town and its residents.

In addition, a new online form was added to the Town's website to allow those interested in serving on a board or commission to apply online.



eTRAKiT

In April 2023, the Town launched eTRAKiT, a new land management system, which allows customers to apply and pay for certain permits, land development projects, and legislative applications as well as schedule inspections and manage documents. The eTRAKiT site can be found online at <https://leesburgva.gov/eTRAKiT>.

eTRAKiT is available for use by both residents and the development and contractor community. The Loudoun County Department of Building and Development is responsible for issuing all trade related permits (e.g. building permits, plumbing permits, electrical permits) and transitioned to its new system, LandMarc, in the late summer.



Government
Performance

Accolades

● BEST PLACES TO LIVE

In September 2022, the Town placed 8th on Fortune’s 25 Best Places to Live for Families Ranking. The inaugural list highlighted areas in the U.S. where multigenerational families are most likely to have access to critical resources, community support, and financial wellbeing. Leesburg was the only locality in Virginia to make the top 25 list. Fortune evaluated nearly 2,000 cities, towns, suburbs, exurbs, villages, and townships that had between 25,000 and 750,000 residents across the US.

● MOST BEAUTIFUL TOWN

In October 2022, the Town was cited as the most beautiful Town in Virginia by TheTravel.com team. Leesburg was described as “a part social hub, historic district, and outdoor spot.” Leesburg also got a shout-out for its plethora of green spaces; a thriving Arts & Cultural District with inviting public art pieces; and selection of high-quality restaurants and lodging establishments.

● GOOD TASTE

TASTE Leesburg took home the honors for Tourism Branding, Marketing, or Public Relations Professional Campaign of the Year at Visit Loudoun’s Annual Meeting and Tourism Awards Ceremony in April. TASTE was lauded for its strategic promotional campaign that resulted in a doubling of beverage ticket sales, and thousands of attendees.

Arts, Culture,
& Entertainment



● BEST OF VIRGINIA

In May, Ida Lee Park Recreation Center and the Ida Lee Park Tennis Center were both named to Virginia Living magazine’s 2023 “Best of Virginia” list. Ida Lee Park Recreation Center placed third in the Best Gym category for the Northern Virginia region. Ida Lee Park Tennis Center placed second for Best Tennis Facility in Northern Virginia.



At Your Service...Digitally

Fiscal Year 2023 marked significant milestones in the Information Technology Department. The team was committed to leveraging technology to enhance operations while safeguarding the organization's information assets. Together, they successfully implemented major enterprise systems and bolstered cybersecurity measures. Some of their achievements include the following:

● TOP SECURITY

Established a new server monitoring system operated by a centralized security operations center. This system ensures efficient monitoring and management of our servers while providing valuable insights into our security posture. The department also enhanced security and authentication processes through the implementation of a password management system, as well as the adoption of two-factor authentication and hardware authentication devices.

● DIGITAL TOWN HALL

Pictured to the right, two IT staff members discuss the concept of a Digital Town Hall, which is a resident-centric approach to providing Town services 24/7/365 online, improving frontend processes, and residents' digital experience interacting with the Town. The program will be an ongoing interdepartmental effort to improve the Town's digital presence.



● OPERATING EFFICIENTLY

Migrated from the legacy Voice-over-IP (VoIP) phone system to the cloud-based Microsoft Teams platform. The team completed the migration for a pilot group before June 30, 2023 and will implement the final phase in the first quarter of Fiscal Year 2024.

Enhancements

In July, Potomac Crossing Park received some special attention. With the support of a Virginia Department of Conservation and Recreational Trails Access Grant, the connector trail was upgraded to a wide level path with a concrete binder base to accommodate wheelchairs.

The town also added a picnic table with wheelchair access, redesigned the grill area, and put in a sidewalk that leads to a wheelchair-assessable portable bathroom.

Other American Disabilities Act (ADA) improvements included approximately 2,100 linear-feet of sidewalk and trail replacement and approximately 60 curb-cut ramps. The access ramp and handrail, leading from the ADA parking space to the public entrance of Thomas Balch Library were also replaced.

Improvements continue to be made to roadways, trails, and sidewalks to extend the long-term life and accessibility of these facilities.

● Bulk Leaf Collections

In 2022, the Street Maintenance Division established a weekly schedule for bulk leaf collection in each of the four Town quadrants. In previous years, leaves would be collected by following a single route along Town streets and timing would vary significantly depending on the volume to be collected and other variables such as weather equipment performance. This caused confusion for residents regarding when to place leaves at the curb and resulted in a number of calls requesting that crews return to a neighborhood after collection had been complete.

Street maintenance staff decided to informally test collections by quadrant in the fall of 2021 and, having had success, implemented this collection method publicly in the fall of 2022. This improved efficiency helped residents understand when to place leaves at the curb and significantly reduced the number of calls and complaints received. Staff observed that residents typically placed leaves at the curb just before the day of collection and piles were less likely to be blocked by on-street parking. This also meant that piles were less likely to blow away or into storm structures because collection was occurring more quickly after the leaves were placed along the edge of the street.



Community
Development &
Land Use

Quality of Life

The Utilities Department launched a new property owner form to replace the previous version. The property owner form is required for all rental properties with utilities per Virginia’s code. This form must be in place before a tenant can open a utility account in Leesburg.



The prior version required property owners to download the form and physically sign it. The new format allows for digital signatures and a more user-friendly interface.

For property owners, it is now a one-stop shop. This upgrade means quicker processing of the form for tenants to start and fewer headaches for the end user.

Lasting Connections

In January, the billing and customer service department made improvements to their phone system, in order to enhance the customer service experience.

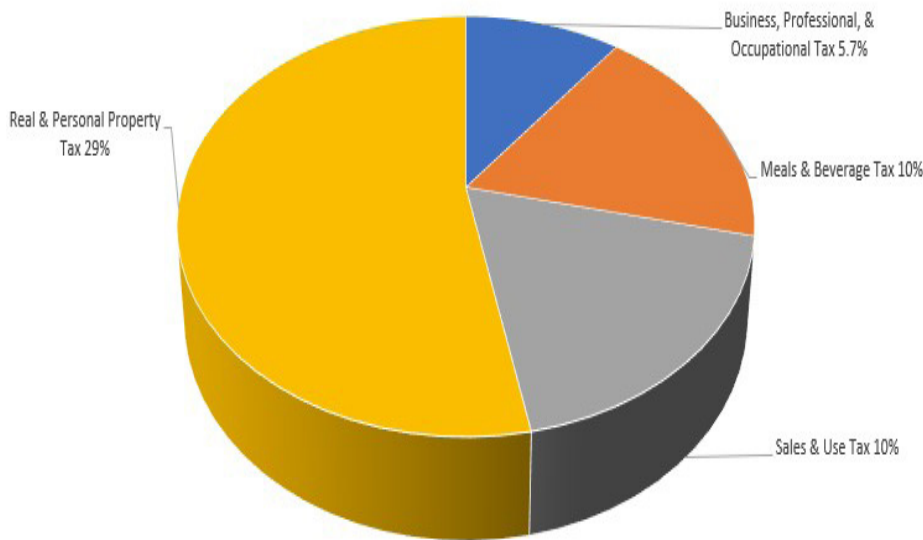
Staff now has the ability to access call data, which includes up-to-the-minute data reporting and a queue placement for incoming calls. The new system also provides robust reporting of called trends and statistics that can be used for scheduling and planning.



Fiscally Sound

The Fiscal Year 2024 budget (July 1 2023 through June 30, 2024) was adopted in March 2023. It totals \$159.1 million, which includes the General, Capital Projects, and the Utilities funds. The General Fund is up 7.8% from Fiscal Year 2023.

Top Four Sources of Revenue



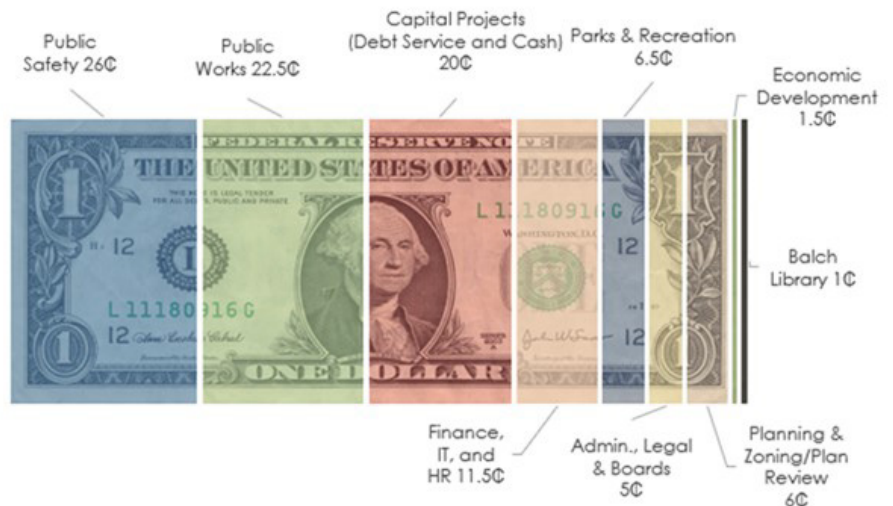
DID YOU KNOW?

The Utilities Fund is an enterprise fund, which means it must be self-supporting, i.e. revenues must cover all expenses. The revenues for the Utilities Fund are derived from user fees paid by the Town's utility users, along with fees paid by developers or businesses hooking up to the Town's utility system.

Your Tax Dollars

The budget maintains a real property tax rate of 17.74 cents per \$100 of assessed value, the same tax rate as the prior fiscal year.

With 2023 assessments on existing residential properties in Leesburg up from 2022, the average homeowner's real property tax bill will increase \$5.42 per month, or \$65 annually. Here's a look at where each dollar goes.



An Investment of Time



Carrie Curry

Staff Accountant

Carrie Curry retired from the Finance Department in May 2023. She served the Town for just over 29 years.

Curry handled payroll for the entire Town in addition to assisting with the statistical section of the Annual Comprehensive Financial Report and creating the Popular Annual Financial Report. She also helped create and manage spreadsheets and reports needed for the annual financial audit, among other accounting functions.

Clark Case
Director of Finance & Administrative Services



Clark Case, who has served as Leesburg's Director of Finance and Administrative Services since September 2014, announced his retirement in May. He will officially retire in 2024 following 40 years of local government service.

Case has served as the Town's Chief Financial Officer, in addition to overseeing the Department of Finance and Administrative Services, which includes the Finance, Human Resources, and Information Technology departments. A major achievement during Clark's time with the Town was Leesburg being recognized with a AAA-credit rating from all three major rating agencies, a distinction the Town has maintained since 2015.

Business Opportunities

Over the past year, the Department of Economic Development has had a heavy focus on promoting tourism and fostering community engagement. Adding an additional staff person allowed them to increase its marketing, branding, and outreach capabilities in these areas.

Allison Wood

Small Business Development and Tourism Specialist

Economic
Development



A bright idea came to mind, in 2021, to launch “Locally Leesburg”, highlighting a local business that makes our Town unique. Since then, the weekly feature continues to air on the Town’s YouTube channel every Thursday morning. Additional features have been added, including a business directory and maps. This year, the Department of Economic Development has decided to take it a step further, using the Locally Leesburg brand as the tourism brand for the town, using the slogan “Discover the charm, love it like a local.”

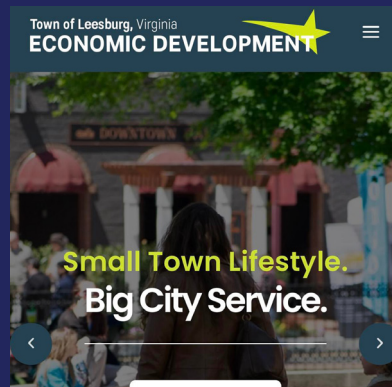
In July 2022, Allison Wood joined the Department of Economic Development where she works directly with the Town’s small businesses, entrepreneurs, and local tourism industry. Wood oversees the development of a comprehensive Main Street program for the Town. She has also been a key player in the development of a new website and special campaigns.

28

the number of ribbon cuttings
celebrating the grand opening of a
business from July 1, 2022 to June 30, 2023.

Building a Future in Leesburg

The launch of ChooseLeesburg.com, the success of the Leesburg Loves Dogs campaign, and the progress of the Leesburg Main Street Movement all stand as testaments to the department’s commitment to economic growth, community engagement, and the betterment of our town.



The Main Street Steering Committee, now known as the Leesburg Main Street Movement, has made significant strides in its organizational formation. With the establishment of a clear mission statement and the launch of an Instagram account, the committee has been able to generate excitement and engage with our community effectively.

ChooseLeesburg.com launched in May. It serves as a comprehensive resource for businesses considering Leesburg as their home, as well as for locals and visitors seeking to explore. With its modern design and user-friendly features, ChooseLeesburg.com will be the go-to platform for discovering all that our Town has to offer.

“Leesburg Loves Dogs,” was launched in April. It includes a variety of features designed to make it easy for dog owners to plan their visit and enjoy their time in Leesburg with their four-legged friends. Notably, a partnership was formed with the Loudoun County Animal Shelter to feature adoptable dogs at local businesses, further solidifying our commitment to our furry friends.

Family Friendly Environment

Parks and Recreation

The Parks and Recreation Department saw a 45% increase in tennis revenue following the opening of its second tennis bubble in September 2022.

This new amenity expanded the ability to provide quality tennis opportunities for the Leesburg community. It was placed over three existing outdoor courts to provide additional year round indoor use.

Record
Breaking
\$1.1 million
Revenue



Thomas Balch Library

Just weeks before the end of the fiscal year, the Thomas Balch Library debuted its new Centennial Catalog, which distinguishes it as an independent research library, owned and operated by the Town.

With this update, the library converted from Dewey classification to Library of Congress classification. This change allows the library to provide access to all materials, regardless of format, in one catalog.

Thomas Balch Library joins over 107 countries on the international library stage as part of Online Computer Library Center (OCLC) Worldcat Discovery.



We're Going Places



LEESBURG EXECUTIVE AIRPORT

5% increase in flight traffic from July 1, 2022 to June 30, 2023.

That equates to 81,918 takeoffs and landings in the last fiscal year!

Transportation

Room for Growth

Following news in February that the Federal Aviation Administration would be ending the Remote Tower program, Leesburg leaders pivoted towards plans for a permanent tower at Leesburg Executive Airport. A groundswell of support from local, state, and federal leaders concurred that maintaining the Airport as a towered operation was critical to its success. A mobile tower arrived at the Airport in June and will be utilized as plans for a permanent tower take shape.

The airport also celebrated the completion of the airport hangar project, which included 26 new T-hangars, 11 aircraft parking spaces, and a land bay for corporate hangar development. A ribbon cutting ceremony was held to celebrate the projects completion on June 10, 2023. Now more airplanes can officially call Leesburg home.





Safe Neighborhoods

In the adopted Fiscal Year 2024 budget, the Leesburg Town Council prioritized compensation for the officers of the Leesburg Police Department. This helped address the competitive job market as well as compression.

In addition to increasing starting pay, the adopted budget also included almost \$1 million in compensation increases. Altogether, the changes made the Leesburg Police Department one of the highest-paid public safety agencies in the region.

Civic Pride

Fiscal Year 2023 saw leadership changes for the Leesburg Police Department. Following the retirement of Chief of Police Gregory C. Brown in December 2022, Deputy Chief Major Vanessa Grigsby assumed the role of interim chief, the second time in six years she had held such a position.

In June 2023, Grigsby was inducted into the inaugural class of Loudoun's Women Hall of Fame. Recently established by the Loudoun Coalition on Women and Girls, she received recognition in the Leadership category. Twenty-four women were nominated by members of the public and only eight were chosen to be inducted.

Grigsby has been a member of the Leesburg Police Department for almost 27 years, and is the highest-ranked female in the department's history.

Grigsby continued serving as interim chief through July, when the Leesburg Police Department's new Chief of Police Thea Pirnat took the helm of the department. Chief Pirnat comes to the Leesburg Police Department following a 23-year career with the Fairfax County Police Department.





New Leadership

Emergency Management

Last fall, the Town introduced Alex Fitch and Amy Cornell-Titcomb as its new Emergency Management team. Both come to the Town with significant emergency management experience with Fitch a career firefighter and instructor, and Cornell-Titcomb with an impressive resume in emergency response and management for different agencies. A primary order of business for Fitch and Cornell-Titcomb was updating or creating new plans to ensure the Town government and its staff, along with residents and businesses, are prepared for unplanned events.

Staying Prepared

The Citizens Preparedness Guide was created to educate the local community on how to be prepared for life's unexpected events, from major weather events, to public safety emergencies, and just about everything in between. Within each page are details regarding basic first aid, boil water advisories, important alert systems, and active shooter responses. Hard copies in English and Spanish are available at Town Hall and by request, and electronic copies in both languages are available on the Town website.

The Emergency Management Office also wanted to ensure Town government employees were equally prepared to deal with emergencies, so moved forward with the creation of a Facilities Emergency Action Plan. The plan outlines protocols and procedures to be followed during various emergencies within a specific facility or building.

Sustainability

In March, Debbie Moran was brought on board as the Town's first Sustainability Manager. She will help lead the Town in meeting the Council's sustainability goals, which include the evaluation of solar panels on public buildings, installing EV charging stations on public property, and stormwater management improvements.



Environmental
Stewardship



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



Fiscal Year 2023 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

Connect With Us!

