



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
Town Hall – Council Chamber
December 6, 2023 – 7:00p.m.

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. November 1, 2023
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Liaisons to Other Commissions and Committees**

| | |
|---|--|
| <ol style="list-style-type: none">a. Airport Commissionb. Board of Architectural Reviewc. Board of Zoning Appealsd. Diversity Commissione. Environmental Advisory Commissionf. Parks and Recreation Commission | <ol style="list-style-type: none">g. Planning Commissionh. Public Art Commissioni. Residential Traffic Commissionj. Technology and Communications Commissionk. Thomas Balch Libraryl. Tree Commission |
|---|--|
- 8. Staff Report**
- 9. Old Business**
- 10. New Business**
 - a. Chair for 2024
 - b. Discuss timeline to review and make comments on documents
 - c. Discussion regarding possible events that could make Leesburg a “unique” draw for tourism
 - d. Opportunity to provide updates on future projects
 - e. 2024 Budget discussions
- 11. Commissioner Comments (5 minutes)**
- 12. Chairman’s Comments (5 minutes)**
- 13. Adjournment**

If you require any type of reasonable accommodation to attend and/or participate in this meeting due to a physical, sensory, or mental disability, please contact Russell Seymour at 703-771-6530. Three days’ advanced notice is requested.

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Leesburg Economic Development Commission
REGULAR MONTHLY MEETING MINUTES
Town Hall – Council Chamber
November 1, 2023

Commission Members Present: Robert Cunningham, Robert Cusack, Linda McCray, Jason Miller, Monica Pindell, Tony Tallent

Commission Members Absent: None

Staff Liaisons Present: None

Staff Present: Russell Seymour, Director, Economic Development
Melanie Scoggins, Assistant Director, Economic Development
Allison Wood, Small Business Development & Tourism Specialist

1. **Call to Order**

The meeting was called to order at 7:00pm by Director Seymour.

2. **Roll Call**

Director Seymour conducted the Calling of the Roll; and stated that a quorum was present.

3. **Adoption of the Agenda**

On a motion by Commissioner Pindell, seconded by Commissioner Cunningham, the agenda was adopted.

4. **Approval of Minutes**

On a motion by Vice Chair McCray, seconded by Commissioner Miller, the minutes of October 10, 2023, were adopted.

5. **Petitioners**

None.

6. **Liaison Comments**

None.

7. **Liaisons to Other Commissions and Committees**

On a motion by Vice Chair McCray, seconded by Commissioner Miller, Commissioner Cunningham was appointed as liaison to the Board of Zoning Appeals.

8. **Presentation – Downtown Event Permitting**

Kate Trask, Assistant Town Manager and Linda Fountain, Events and Outreach Manager, Parks and Recreation. Discussion topics included:

- Street closures and permitting for special events.
- Community Event Committee.
- The street closure process and associated cost.
- After-action reviews (including cost analysis) and feedback meetings.
- After-event formal action reports.

Commissioner Pindell requested staff opinion regarding closing the streets on Friday, Saturday, and Sunday. She believes that street closures help businesses greatly and seeks this to be a topic for future discussion. Commissioner Pindell mentioned that her business would not have survived during Covid if the streets were not closed, and that business “tanked” when streets were not closed.

Commissioner Miller agreed with the comments of Ms. Pindell, and asked whether it is worth having conversations regarding metrics. He indicated there are strong opinions on both and when it works it changes the Town instantly. Commissioner Miller believes the goal is to support businesses since it brings people to Town. Commissioner Miller expressed interest in understanding the cost and work to bring that together.

Director Seymour will provide table usage data and will research traffic patterns and how full parking garages are during times streets are closed on Friday vs. when not closed.

9. **Staff Report**

Director Seymour indicated that the Economic Development Strategic Plan was approved by Council. He also noted that he has been asked to speak before the Planning Commission regarding the new Plan. The meetings is set for November.

Director Seymour mentioned the October 20th visit of the Samcheok, South Korea delegation. A dinner with the Mayor and Council was held in their honor at Ida Lee Recreation Center.

Director Seymour mentioned that an application was made, and a grant was received, from the Virginia Department of Housing and Community Development (DHCD) to hire a consultant to assess options for wayfinding signs. These signs will specifically direct visitors from King Street to the surrounding businesses. Vice Chair McCray emphasized that the Airport be included. Additionally, Director Seymour discussed a potential electronic kiosk to provide information about downtown businesses. Discussions ensued.

Commissioner Cunningham initiated discussions regarding the shared services concept. He cited the example of the town streets in Old Town Alexandria where ambassadors dressed in colonial garb to provide information to visitors. Director Seymour mentioned that the Main Street initiative could be the representative voice of the downtown business community. Ms. Wood indicated that this ties into the ambassador tourism program. Vice Chair McCray emphasized future consideration of artificial intelligence and how it is going to be in every aspect of our lives.

Director Seymour stated that 40 ribbon cutting events have been held to date in 2023. He indicated that ribbon cuttings are primarily about drawing attention to the local businesses and that this service means a great deal to them.

Ms. Scoggins provided an update on the Job-For-A-Day event on November 6th at Town Hall. 20+ high school students will participate in discussions with various Town departments regarding their missions, focus, skills, and assets of people they hire. The morning session will consist of talks with Mayor Burk, followed by presentations from various Town departments, lunch, and an afternoon hands-on visit to the various departments.

10. **Old Business**

Director Seymour updated the EDC on the Council approval of the Economic Development Strategic Plan.

11. **New Business**

Commissioner Miller initiated discussions on ways to facilitate deeper conversations of closing the Town streets, and how that may benefit businesses.

Commissioner Cunningham mentioned the benefits of small towns doing big things; and important to consider are sustainability, supporting businesses, and quality of life. Commissioner Cunningham mentioned the successful Leesburg Flower & Garden Festival. He cited notable events such as Punxsutawney Phil (PA), the Sturgess Falls Celebration (Iowa); the Days Carnival (South Texas), Rapid City Festival (South Dakota), the Twins Festival (UK), and how it would benefit the Town to be noted for such an event. He believes Main Street would be a good place to start. Vice Chair McCray is in favor of the Town becoming part of a legacy event. Commissioner Pindell mentioned the successful Harry Potter Event.

Director Seymour mentioned consideration of venues such as ION and the opportunities it provides. He mentioned that the United States Tennis Association (USTA) is considering construction of a large facility in Loudoun County.

12. **Commissioner's Comments**

Commissioner Miller indicated that progress is being made with The Leesburg Movement (formerly the Main Street Program) and that a bank account has been established. He spoke with Stephanie Slocum regarding obtaining more groups of people to get conversations going. Commissioner Miller emphasized the importance of following up with conversations on closing the streets on First Friday weekends.

Commissioner Cunningham thanked the EDC for accommodating his ideas. He commended Ms. Scoggins for the professional, skilled, and thoughtful Locally Leesburg interviews, and mentioned that those interviewed appeared to be very much at ease.

Vice Chair McCray thanked Ms. Trask and Ms. Fountain for their presentation. She seeks to understand Town demographics and asked whether diversity data could be presented at the next EDC meeting (information such as who we are; the group most in demand; males/females/household

income). Director Seymour will obtain data from the Diversity Commission.

Commissioner Pindell thanked Ms. Trask and Ms. Fountain for their presentation. She mentioned the benefits of understanding the application process for a huge event and appreciated the time they took listening to the concerns about closing streets.

Ms. Scoggins mentioned that the Leesburg Movement is doing well; that they have established an address, a bank account, checks, Instagram, Facebook, and a lot of support. She added that much headway has been made with different businesses, and many wish to become involved. A video is expected in December.

13. Chairman's Comments

Chair Cusack thanked Ms. Trask and Ms. Fountain for their presentation. He mentioned the skill with which Ms. Scoggins conducts the Locally Leesburg interviews. Chair Cusack appreciated Commissioner Cunningham's comments and appreciates the fresh ideas of the EDC.

14. Adjournment

On a motion by Vice Chair McCray, seconded by Commissioner Cunningham, the meeting was adjourned at 8:22p.m.

| All Topics | Leesburg town, Virginia | United States |
|--|-------------------------|--------------------|
| Population Estimates, July 1, 2022, (V2022) | 48,974 | 333,287,557 |
| PEOPLE | | |
| Population | | |
| Population Estimates, July 1, 2022, (V2022) | 48,974 | 333,287,557 |
| Population estimates base, April 1, 2020, (V2022) | 48,252 | 331,449,520 |
| Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022) | 1.5% | 0.6% |
| Population, Census, April 1, 2020 | 48,250 | 331,449,281 |
| Population, Census, April 1, 2010 | 42,616 | 308,745,538 |
| Age and Sex | | |
| Persons under 5 years, percent | 7.4% | 5.6% |
| Persons under 18 years, percent | 27.8% | 21.7% |
| Persons 65 years and over, percent | 7.9% | 17.3% |
| Female persons, percent | 48.6% | 50.4% |
| Race and Hispanic Origin | | |
| White alone, percent | 68.4% | 75.5% |
| Black or African American alone, percent (a) | 10.1% | 13.6% |
| American Indian and Alaska Native alone, percent (a) | 0.3% | 1.3% |
| Asian alone, percent (a) | 8.7% | 6.3% |
| Native Hawaiian and Other Pacific Islander alone, percent (a) | 0.1% | 0.3% |
| Two or More Races, percent | 9.2% | 3.0% |
| Hispanic or Latino, percent (b) | 17.6% | 19.1% |
| White alone, not Hispanic or Latino, percent | 59.7% | 58.9% |
| Population Characteristics | | |
| Veterans, 2017-2021 | 2,168 | 17,431,290 |
| Foreign born persons, percent, 2017-2021 | 19.7% | 13.6% |
| Housing | | |
| Housing units, July 1, 2022, (V2022) | X | 143,786,655 |
| Owner-occupied housing unit rate, 2017-2021 | 67.5% | 64.6% |
| Median value of owner-occupied housing units, 2017-2021 | \$490,500 | \$244,900 |
| Median selected monthly owner costs -with a mortgage, 2017-2021 | \$2,676 | \$1,697 |
| Median selected monthly owner costs -without a mortgage, 2017-2021 | \$788 | \$538 |
| Median gross rent, 2017-2021 | \$1,763 | \$1,163 |
| Building permits, 2022 | X | 1,665,088 |
| Families & Living Arrangements | | |
| Households, 2017-2021 | 16,392 | 124,010,992 |
| Persons per household, 2017-2021 | 2.93 | 2.60 |
| Living in same house 1 year ago, percent of persons age 1 year+, 2017-2021 | 87.0% | 86.6% |
| Language other than English spoken at home, percent of persons age 5 years+, 2017-2021 | 26.3% | 21.7% |
| Computer and Internet Use | | |
| Households with a computer, percent, 2017-2021 | 96.0% | 93.1% |
| Households with a broadband Internet subscription, percent, 2017-2021 | 94.1% | 87.0% |

| Education | | |
|---|-----------|---------------|
| High school graduate or higher, percent of persons age 25 years+, 2017-2021 | 92.5% | 88.9% |
| Bachelor's degree or higher, percent of persons age 25 years+, 2017-2021 | 54.7% | 33.7% |
| Health | | |
| With a disability, under age 65 years, percent, 2017-2021 | 5.3% | 8.7% |
| Persons without health insurance, under age 65 years, percent | ▲ 11.1% | ▲ 9.3% |
| Economy | | |
| In civilian labor force, total, percent of population age 16 years+, 2017-2021 | 76.4% | 63.1% |
| In civilian labor force, female, percent of population age 16 years+, 2017-2021 | 70.3% | 58.7% |
| Total accommodation and food services sales, 2017 (\$1,000) (c) | 239,855 | 938,237,077 |
| Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c) | 308,235 | 2,527,903,275 |
| Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c) | 30,563 | 895,225,411 |
| Total retail sales, 2017 (\$1,000) (c) | 1,765,523 | 4,949,601,481 |
| Total retail sales per capita, 2017 (c) | \$32,667 | \$15,224 |
| Transportation | | |
| Mean travel time to work (minutes), workers age 16 years+, 2017-2021 | 29.0 | 26.8 |
| Income & Poverty | | |
| Median household income (in 2021 dollars), 2017-2021 | \$116,350 | \$69,021 |
| Per capita income in past 12 months (in 2021 dollars), 2017-2021 | \$51,675 | \$37,638 |
| Persons in poverty, percent | ▲ 3.6% | ▲ 11.5% |

BUSINESSES

| Businesses | | |
|---|-------|---------------|
| Total employer establishments, 2021 | X | 8,148,606 |
| Total employment, 2021 | X | 128,346,299 |
| Total annual payroll, 2021 (\$1,000) | X | 8,278,573,947 |
| Total employment, percent change, 2020-2021 | X | -4.3% |
| Total nonemployer establishments, 2020 | X | 27,151,987 |
| All employer firms, Reference year 2017 | 1,396 | 5,744,643 |
| Men-owned employer firms, Reference year 2017 | 603 | 3,480,438 |
| Women-owned employer firms, Reference year 2017 | 307 | 1,134,549 |
| Minority-owned employer firms, Reference year 2017 | 236 | 1,014,958 |
| Nonminority-owned employer firms, Reference year 2017 | 820 | 4,371,152 |
| Veteran-owned employer firms, Reference year 2017 | S | 351,237 |
| Nonveteran-owned employer firms, Reference year 2017 | 976 | 4,968,606 |

GEOGRAPHY

| Geography | | |
|----------------------------------|---------|--------------|
| Population per square mile, 2020 | 3,891.4 | 93.8 |
| Population per square mile, 2010 | 3,439.5 | 87.4 |
| Land area in square miles, 2020 | 12.40 | 3,533,038.28 |
| Land area in square miles, 2010 | 12.39 | 3,531,905.43 |
| FIPS Code | 5144984 | 1 |

| Budget Detail Report - Adopted | | 2021 | 2022 | 2023 | 2024 | FY23/FY24 | FY23/FY24 | Item, \$ | Description |
|--|---------------------|---------|---------|----------------|----------------|-----------|-----------|----------|--|
| | | Actual | Actual | Adopted Budget | Adopted Budget | VAR, \$ | VAR, % | | |
| 100125 - COMMISSION - ECONOMIC DEVELOPMENT | | | | | | | | | |
| 51 PERSONNEL SERVICES | | | | | | | | | |
| TOTAL PERSONNEL SERVICES | | \$6,621 | \$8,235 | \$9,205 | \$9,205 | \$0 | | | |
| 52 CONTRACTUAL SERVICES | | | | | | | | | |
| 52303 | MANAGEMENT SERVICES | \$0 | \$985 | \$1,200 | \$1,200 | \$0 | | \$1,200 | BUSINESS DIRECTORIES AND BUSINESS/TOURIST SIGNAGE THROUGHOUT DOWNTOWN. |
| TOTAL CONTRACTUAL SERVICES | | \$0 | \$985 | \$1,200 | \$1,200 | \$0 | | | |
| DIV LOCAL TAX FUNDING TOTAL | | \$6,621 | \$9,220 | \$10,405 | \$10,405 | | | | |
| DEPT LOCAL TAX FUNDING TOTAL | | \$6,621 | \$9,220 | \$10,405 | \$10,405 | | | | |

TOWN OF LEESBURG



YEAR-TO-DATE BUDGET REPORT

FOR 2024 13

| | ORIGINAL APPROP | TRANFRS/ ADJSTMTS | REVISED BUDGET | YTD EXPENDED | ENCUMBRANCES | AVAILABLE BUDGET | PCT USED |
|-------------------------------------|-----------------|-------------------|----------------|--------------|--------------|------------------|----------|
| <u>100125 ECON DEVEL COMMISSION</u> | | | | | | | |
| <u>52303 MANAGEMENT SERVICES</u> | | | | | | | |
| 100125 52303 MANAGEMENT SERVICE | 1,200 | 0 | 1,200 | .00 | .00 | 1,200.00 | .0% |
| GRAND TOTAL | 1,200 | 0 | 1,200 | .00 | .00 | 1,200.00 | .0% |

2022

| Fridays in September | |
|----------------------|------|
| 2-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 9-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 16-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 23-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 30-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |

| Total General Spaces Open | Percent Available | Total General Occupied Spaces | Percent Occupied | Total General Occupied Spaces (excluding basement) | Percent Occupied (excluding basement) |
|---------------------------|-------------------|-------------------------------|------------------|--|---------------------------------------|
| 228 | 64% | 130 | 36% | 120 | 47% |
| 139 | 39% | 219 | 61% | 200 | 78% |
| 119 | 33% | 239 | 67% | 220 | 86% |
| 10 | 3% | 348 | 97% | 248 | 97% |
| 228 | 64% | 130 | 36% | 113 | 44% |
| 148 | 41% | 210 | 59% | 181 | 71% |
| 164 | 46% | 194 | 54% | 168 | 66% |
| 59 | 16% | 299 | 84% | 246 | 96% |
| 200 | 56% | 158 | 44% | 134 | 52% |
| 166 | 46% | 192 | 54% | 166 | 65% |
| 135 | 38% | 223 | 62% | 188 | 73% |
| 39 | 11% | 319 | 89% | 246 | 96% |
| 234 | 65% | 124 | 35% | 112 | 44% |
| 125 | 35% | 233 | 65% | 203 | 79% |
| 159 | 44% | 199 | 56% | 173 | 68% |
| 69 | 19% | 289 | 81% | 234 | 91% |
| 222 | 62% | 136 | 38% | 119 | 46% |
| 148 | 41% | 210 | 59% | 182 | 71% |
| 108 | 30% | 250 | 70% | 223 | 87% |
| 100 | 28% | 258 | 72% | 208 | 81% |

Basement spaces are open to the public after 5pm on Friday

First Friday

2023

| Fridays in September | |
|----------------------|------|
| 1-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 8-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 15-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 22-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |
| 29-Sep | 9am |
| | 11am |
| | 3pm |
| | 7pm |

| Total General Spaces Open | Percent Available | Total General Occupied Spaces | Percent Occupied | Total General Occupied Spaces (excluding basement) | Percent Occupied (excluding basement) |
|---------------------------|-------------------|-------------------------------|------------------|--|---------------------------------------|
| 193 | 54% | 165 | 46% | 147 | 57% |
| 152 | 42% | 206 | 58% | 181 | 71% |
| 147 | 41% | 211 | 59% | 189 | 74% |
| 25 | 7% | 333 | 93% | 234 | 91% |
| 177 | 49% | 181 | 51% | 160 | 63% |
| 150 | 42% | 208 | 58% | 186 | 73% |
| 161 | 45% | 197 | 55% | 177 | 69% |
| 117 | 33% | 241 | 67% | 197 | 77% |
| 164 | 46% | 194 | 54% | 172 | 67% |
| 121 | 34% | 237 | 66% | 210 | 82% |
| 121 | 34% | 237 | 66% | 204 | 80% |
| 28 | 8% | 330 | 92% | 243 | 95% |
| 172 | 48% | 186 | 52% | 164 | 64% |
| 136 | 38% | 222 | 62% | 199 | 78% |
| 133 | 37% | 225 | 63% | 199 | 78% |
| 90 | 25% | 268 | 75% | 223 | 87% |
| 174 | 49% | 184 | 51% | 158 | 62% |
| 165 | 46% | 193 | 54% | 168 | 66% |
| 173 | 48% | 185 | 52% | 153 | 60% |
| 39 | 11% | 319 | 89% | 244 | 95% |

Basement spaces are open to the public after 5pm on Friday

First Friday

Inc. 5000 – 2023 Fastest Growing Companies in America

Leesburg-Based Companies

| National Rank | Company | 3-Year Growth Rate | Industry Segment | Location |
|---------------|-------------------------------------|--------------------|---------------------|-----------------------------|
| *34 | <u>Goldschmitt & Associates</u> | 10,293% | IT Services | 161 Fort Evans Rd. NE |
| 141 | Smart Simple Solutions | 3,672% | Business Products | 722 E. Market Street |
| 1,788 | Blue Rose Consulting Group | 312% | IT Services | 880 Harrison Street SE |
| 1,821 | <u>Vertosoft</u> | 307% | Government Services | 1602 Village Market Blvd SE |
| 2,228 | Prescient Technologies | 249% | Government Services | 880 Harrison Street SE |
| 2,461 | Softrams | 223% | IT Services | 161 Fort Evans Rd. NE |
| 3,055 | The Daston Group | 170% | IT Services | 19 E Market Street |
| 3,464 | The Building People | 144% | Real Estate/IT | 215 Depot Court |

* Top percentage growth in Virginia

| Commission | |
|-----------------------------------|----------------------|
| Airport Commission | Vice Chair McCray |
| Board of Architectural Review | Commissioner Pindell |
| Board of Zoning Appeals | Robert Cunningham |
| Diversity Commission | Vice Chair McCray |
| Environmental Advisory Commission | VACANT |
| Parks & Recreation Commission | Commissioner Miller |
| Planning Commission | VACANT |
| Public Art Commission | Commissioner Pindell |
| Residential Traffic Commission | VACANT |
| Technology & Communications | Chair Cusack |
| Thomas Balch Library | Chair Cusack |
| Tree Commission | VACANT |