



March 1, 2021

From: Chair, Purcellville Parks and Recreation Advisory Board (PRAB)

To: Mayor, Town of Purcellville

Subject: Request for Review and Approval of the Purcellville Parks and Recreation Advisory Board (PRAB) 2021-2022 Biannual Plan

Summary: The Parks and Recreation Advisory Board (PRAB) 2021-2022 Biannual Plan is an ambitious document which lays out the PRAB's planned support to the Town's Parks and Recreation Division in providing diverse and engaging recreational opportunities for the citizens of Purcellville.

This plan is built on an ongoing "This Year – Next Year" cycle. During 2021 (This Year) PRAB will work with the Town's Parks and Recreation Division to conduct detailed planning and deliver a range of recreational activities and Capital Improvement Projects. PRAB will also perform conceptual planning of Next Year's activities during 2021 to incorporate community input and lessons learned This Year to improve and deliver more effective activity programming Next Year.

The Biannual Plan is a living and forward-looking document. In December of 2021, PRAB will deliver an updated version that converts the conceptual planning for 2022 into detailed planning that becomes This Year's plan for 2022. At that time, PRAB will initiate conceptual planning for 2023.

The Parks and Recreation Advisory Board's vision is to make Purcellville a place where people delight in living. PRAB appreciates the fiscal and operational support provided by the Town Council and the Town Staff to our program. With your ongoing support, we are confident the activities laid out in this Biannual Plan will clearly return value for our citizens' investment!

Point of Contact: I may be reached for additional information regarding this plan at philrohrer@verizon.net.

Submitted By:

Approved:

Philip Rohrer
Chair, PRAB

Kwasi Fraser
Mayor, Town of Purcellville
on behalf of the Purcellville Town Council



**PARKS &
RECREATION
ADVISORY BOARD
(PRAB)
2021-2022 Biannual Plan**

OVERVIEW

The PRAB 2020-2022 Biannual Plan guides the efforts of the PRAB to support the Parks and Recreation Division (PRD) to accomplish the objectives of the Purcellville Plan 2030 and the 2005 Comprehensive Parks, Recreation, & Open Space Master Plan. PRAB’s approach to planning consists of an ongoing “This Year – Next Year” cycle. PRAB’s efforts for This Year are guided by the approved Project Job Cards in Section 1. During 2021 PRAB will work with the Town’s Parks and Recreation Division to complete detailed planning required to provide This Year’s recreational activities and Capital Improvement Projects. This Year’s plan is reviewed and updated monthly at PRAB’s regularly scheduled meeting. Next Year’s plan is described in Section 2. It contains the draft Project Job Cards that were approved for initial “conceptual” planning. Section 3 provides a partial listing of the Town’s Parks and Trails with current plans for their improvement and utilization.

March 1, 2021

**Town of Purcellville
Parks and Recreation Advisory Board
2021-2022 Biannual Plan**

Background. The Parks and Recreation Board (PRAB) 2021-2022 Biannual Plan makes clear how the Town will put our citizens' tax dollars to work to provide a safe and enjoyable home town for people of all ages and interests; a place where people delight in living. The objective of this Biannual Plan is to provide the Purcellville Town Council and Purcellville's residents a comprehensive account of the recreational and capital improvement projects aimed at accomplishing the benefits described in the Plan Purcellville 2030 Comprehensive Plan and the 2005 Comprehensive Parks, Recreation, and Open Space Master Plan. The PRAB Biannual Plan organizes the efforts of PRAB's volunteer membership in support of the Town's Parks and Recreation Division mission and goals. The plan also improves the effective and efficient management of human, budget and infrastructure resources to contribute to the Town's ongoing effort to return value to its citizens for their investment in the Town's operations through property taxes and other revenue generation processes.

In accordance with the PRAB By-Laws adopted June 21st, 2016, the purpose of Purcellville's PRAB is:

- To advise and make recommendations to Purcellville Town Council on recreation and park matters.
- To seek the development of a broad variety of programs, facilities, and services to meet the total needs and demands utilizing the total resources of the Town.
- To inform and educate the public about the importance of and the need for recreation programs, facilities, and services.
- To strive to involve the citizens in the planning and development of the recreation system and identify local needs.
- To establish and maintain an effective public relations program utilizing all appropriate communications media.
- To advise on financial planning and assist in securing adequate budget support.
- To provide close coordination with other organizations, such as community groups, local businesses, park and recreation departments from other municipalities, Loudoun County Public Schools etc., to ensure total cooperative community effort to provide the most effective and economical recreation services possible.
- To evaluate the department's programs, facilities, services and relationships periodically to assure that its goals and objectives are being achieved.

- To provide encouragement, support, and work in partnership with the Council and Town Manager to provide a team approach to solving departmental problems.

The PRAB is guided by the recommendations in the “Plan Purcellville 2030 Comprehensive Plan” within these Topical Sections (pages 84-110):

Environmental Resources

- Work with the Parks and Recreation Advisory Board and Tree and Environmental Sustainability Committee to protect important environmental areas as part of the Town’s natural parks and recreational offerings.
- Preserve, protect, and enhance existing natural habitats, such as the watershed property, the Bowman Park Property, the Chapman DeMary Trail (for which the Town holds the conservation easement), the Suzanne R. Kane Nature Preserve, and other Town owned green space areas seeking wildlife habitat designations. This has been undertaken by the Town’s Tree and Environment Sustainability Committee.
- Enhance open space areas as passive nature parks.
- Continue programs, activities, and events like monthly nature walks and Hail to the Trail, and continue or initiate other environmental efforts and programs such as Hazardous Waste Days, Go Green VA Program, Tree City USA Designation, and the Mayor's Monarch Pledge.

Cultural Resources

- Promote the Town’s cultural resources through the coordinated efforts of the Purcellville Arts Council, Parks and Recreation Advisory Board, Economic Development Advisory Committee, Discover Purcellville, Visit Loudoun, and Loudoun County Department of Economic Development.
- Coordinate with Loudoun County to explore options for a western County recreation center in the Purcellville area compatible in design and footprint to Purcellville’s small-town character.
- Seek grants for recreation, cultural enhancements, and the arts.
- Continue the use of the Town facilities as exhibit space for local artists, and seek other spaces and venues for the arts.
- Coordinate with the Zoning and Planning Committees to evaluate and amend the Town’s **Zoning Ordinance** to ensure there are no obstacles limiting creative artistic installations, events, or venues within the Town.
- Coordinate with the Zoning and Planning Committees to amend the **Zoning Ordinance** to implement these recommendations regarding cultural resources.

Historical Resources

- Include historical information in signs, walking tours, online, and other information sources about the Town.
- Continue efforts for preservation of structures on the Aberdeen property. a. Restore the house through appropriate partnerships, or subdivide the property and sell the house with the caveat that the buyer must restore the house b. Establish a working group to further examine potential revenue generating uses for this property with emphasis of agriculture, tourism, and recreation.
- Consider options to preserve the barn and silo on the community garden property adjacent to Village Case.

Transportation and Mobility—Bike, Pedestrian, and Equestrian Trail Recommendations

- Trails such as the Chapman DeMary Trail and the W&OD Trail should be connected within the Town and natural surface trails should be provided to allow for greater mobility. Equestrian activities should be considered at the Aberdeen property.
- Work with Loudoun County to improve cross-jurisdictional pedestrian, bicycle, and pedestrian connections and connect to a regional system.
- Coordinate with Loudoun County on the connection of bike and pedestrian trails west towards Franklin Park to complete links in the countywide trail network.
- Advance plans to construct an outdoor bike/skate park.

Services and Facilities

- Coordinate with Loudoun County on county facilities which serve the Town, including schools and parks that are located both within and outside the corporate limits.

Method. PRAB accomplishes its purpose and addresses the recommendations in the Plan Purcellville 2030 Comprehensive Plan by working closely with the Town’s Parks and Recreation Division. We support the Parks and Recreation Division in its mission to provide quality park and trail development and enhancements, programs, opportunities, and events for recreation, history, environmental stewardship, and the performing and visual arts. Working together, PRAB and the Parks and Recreation Division have developed a comprehensive program of activities that will continue through 2021 (This Year’s Plan) and form the initial basis of planning for 2022 (Next Year’s Plan), as listed in Exhibit 1. PRAB also committed in January 2021 to support and accomplish Parks and Trails Capital Improvement Projects (CIP) throughout 2021 or until completion, also included in Exhibit 1.

Exhibit 1. Summary of This Year's Plan for PRAB Activities

Event/Project	Summary	Host (PRD or PRAB)	Date of Event
Nature Walks	Local nature and wildlife experts lead a free nature walk on the last Sunday of each month.	PRAB	Monthly
Purcellville Strong (Virtual Activities)	Virtual activities to engage the community through online media.	PRD	Ongoing
Music in the Tabernacle	Music series recorded in Bush Tabernacle and delivered as four 2-hour shows during April 2021	PRAB	Apr-May 2021
Non-Profit Expo	Opportunity for all non-profit organizations to showcase the services they provide	PRAB	Apr 2021
The Purcellville Festival	The town's signature event presents popular local food, artists, music and beverage providers to celebrate life in Purcellville.	PRAB	Sep 2021
FISCAL YEAR BUDGET TRANSITION			
Purcellville Rocks/Town-wide Scavenger Hunts	Town-wide scavenger hunts.	PRAB	Aug 2021
Outdoor Movies	A series of three movies shown outdoors in Dillon's Woods next to Fireman's Field.	PRD	Fall 2021
Fall Festivities	Series of classic fun activities for kids and families to enjoy together.	PRD	Oct 2021
Christmas in Purcellville	Series of traditional events that celebrate the Christmas season in Purcellville.	PRD	Dec 2021
PARKS AND TRAILS CAPITAL IMPROVEMENT PROJECTS			
Dillon's Woods Gazebo	Repair the Gazebo in Dillon's Woods to sustain it to safely support recreational activities.	PRAB	Ongoing
Dillon's Woods Stage	Construct and maintain a permanent stage to support entertainment events.	PRAB	Ongoing
Bike Repair Station	Construct/ Install bike repair station at end of W&OD trail.	PRAB	Ongoing
Community Garden/Barns at Village Case	Remove designated buildings, move the garden, add parking, rehab remaining buildings.	PRD with Other Town Depts	Ongoing

Through coordinated implementation of the activities in Exhibit 1, PRAB and the Parks and Recreation Division hope to build a sense of community and enhance the quality of life, health, safety, and culture for Purcellville's citizens and for visitors.

The Project Job Cards in **Section 1: This Year's Plan** and **Section 2: Next Year's Plan** summarize each project, identify the PRAB and Parks & Recreation Staff leads for the project, projected benefits, Town staff and infrastructure resources and timeline to complete each project. The ongoing status for each project will be updated by the PRAB volunteer lead for the project at each monthly PRAB meeting.

PRAB's Vision: We aim to make Purcellville a place where residents delight in living.

SECTION 1: THIS YEAR'S PLAN (2021)

1. **Nature Walks.** The Purcellville Parks and Recreation Advisory Board hosts monthly nature walks and activities at the Chapman DeMary Trail. These activities are led by local nature and wildlife experts on the last Sunday of each month. The Parks and Recreation Division coordinates the family-friendly walks, activities, and explorations to focus on natural features and creatures found in our area.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Last Sunday of each month
Committee Host	Rotates each month
Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	NATURE WALKS
Project Purpose / Goal(s) /Alignment with Town Goals	<p>Provide residents a family-friendly activity held on a regular, recurring basis, educate people about nature and the environment, and highlight local experts and non-profits that help protect our environment. This supports the following goals of the Comp Plan:</p> <ul style="list-style-type: none"> • Cultural Resource Recommendation 1, Promote the Town's Cultural Resources • Environmental Resources Recommendation 14, Continue environmental programs, activities and events like monthly nature walks.
Projected Outcomes	<p>Strategic Outcome: Increased environmental awareness through entertaining and educational use of existing Town park space.</p> <ul style="list-style-type: none"> • Citizens receive outdoor educational experiences. Primarily attracts K-6 school-aged children, families, adult family members, and local civic organizations like the Boy Scouts and Girl Scouts. • Increased awareness of trails and parks in Purcellville. <p>Estimated engagement: This program provided outdoor educational experiences to about 180 people during 2019. The program was curtailed for most of 2020 due to COVID.</p>
Measuring Results	<p>Compile data from the event attendance roster. Gather satisfaction feedback from Signup Genius survey.</p>
Capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Annual/event Staff labor hours	<p>Management: Staff labor hours TBD Maintenance: Public Works labor hours TBD</p>
Annual/event volunteer hours	TBD
Estimated Cost/Budget	Staff time is the only cost for this activity. Additional budget will not be necessary.

Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	N/A
Potential Partners	Tree and Environment Sustainability Committee, Purcellville Arts Council, local environmental non-profit organizations and governmental organizations, local business/sponsorships
Necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Monthly coordination includes reaching out to secure an expert to lead each the walk, coordinating the review of the press release and the Facebook event listing, and setting up for and cleaning up after the event.
Resources necessary after project completion	N/A
Project Phases	Phase 1 (January): Establish Annual Plan Phase 2 (Monthly): Coordinate with experts and PRAB Promote event Deliver event Phase 3 (Monthly): Follow up with experts Survey participants
Timeline/Milestones per Phase	Phase 1: Annual Plan: Complete by January 15, 2021 Phase 2: Monthly Coordination: - Initial Planning completed NLT 15 th of each month. - Final Planning completed NLT Day Prior to the Nature Walk. - Phase 3: Implement and Wrap up on the day of and the day after the Nature Walk.
Tracking Progress/Milestones	N/A

2. Purcellville Strong. As a result of the COVID pandemic beginning in 2020 and continuing into 2021, the Parks and Recreation Division (PRD) shifted from in-person events to virtual efforts designed to keep the community engaged and connected during what has been an extended challenging time. The PRD Staff established the Purcellville Strong campaign which included daily posts on the Purcellville Parks and Recreation Facebook page. These posts included activities; highlights and features of local artists, organizations, and businesses; Facebook Live events; virtual workshops; scavenger hunts; contests; and driving tours. Much of what has been learned and gained during this period will be continued as we come out of COVID restrictions.

Purcellville Strong and its associated virtual activities have been well-received by the community and served to give our citizens a welcome distraction during the otherwise troubling days of the COVID lockdown. Due to their relative low cost and high popularity, and the variety they add to the Town’s

recreation options, the PRAB recommends further development of virtual activities as an ongoing component of our environmental, cultural, historical, and recreational resources.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Ongoing
Committee Host	N/A
Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	PURCELLVILLE STRONG
Project Purpose / Goal(s) /Alignment with Town Goals	<p>The goal of Purcellville Strong is to keep the community connected and engaged through daily posts of activities, features, and fun facts about the Town. It supports the following recommendations in the Comp Plan:</p> <ul style="list-style-type: none"> • Cultural Resources Recommendation 1. Promote the Town’s cultural resources • Environmental Resources Recommendation 14: Continue programs • Historical Resources, Recommendation 4: Include historical information online
Projected Outcomes	<p>Strategic Outcome:</p> <p>The continuation of the daily posts that make up Purcellville Strong are expected to help increase the number of followers on the Purcellville Parks and Recreation Facebook page, engaging more residents. This increase will enable Parks and Recreation to reach more people with highlights of the many features in Purcellville as well as highlights of the businesses, non-profit organizations, performers, and artists in Town.</p> <p>Anticipated Engagement: This campaign provides engagement to more than 10% of the Town’s population and other Loudoun communities.</p> <p>Results during 2021 are expected to match or exceed 2020’s results, as follows:</p> <ul style="list-style-type: none"> • From April 2 – December 28, 2020, the Parks and Recreation Division published 312 posts on the Purcellville Parks and Recreation Facebook page that had an average reach of 583; 292 of these posts were created by the staff, the remaining 20 were shared posts. About 11% of the posts (37 of the 312 posts) reached more than 1,000 people. • From April 2 – December 28, 2020, the Parks and Recreation Division published 63 videos on the Purcellville Parks and Recreation Facebook page. Staff produced 13 of these, and worked with professional videographers for another 13, and the remaining 37 videos were produced by 31 other individuals, businesses, and organizations.

	<ul style="list-style-type: none"> From April 2 – December 28, 2020, 77 local businesses, non-profit organizations, performers, and artists were highlighted on the Facebook pages of Purcellville Parks and Recreation, Hail to the Trail, and Christmas in Purcellville.
Measuring Results	<ul style="list-style-type: none"> The Parks and Recreation Division will continue to monitor metrics from posts published on the Purcellville Parks and Recreation Facebook page
Capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Annual/event Staff labor hours	Management: Staff labor cost TBD
Annual/event volunteer hours	TBD
Estimated Cost/Budget	\$1050
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Town budget
Potential Partners	PBA, Purcellville Arts Council, Tree and Environment Sustainability Committee, EDAC, local business, non-profit organizations, artists, and performers have contributed to content to post to Facebook. These partnerships will grow as the virtual efforts continue.
Necessary coordination (internal and external to include permitting, procurement, legal, etc.)	N/A
Resources necessary after project completion	N/A
Project Phases	N/A
Timeline/Milestones per Phase	N/A
Tracking Progress/Milestones	N/A

3. Music in the Tabernacle. PRAB will launch a new musical series to provide local soloists and bands the opportunity to showcase their talent by performing for the community in the historic Bush Tabernacle. During 2021 the performances will be recorded in the Bush Tabernacle then streamed through the Parks and Recreation Facebook page. PRD will live stream portions of the actual recording session over Facebook Live so that the community can get a preview of the final performances to be played during April and May.

Concept/Approach: Set up sound, video and recording equipment in the Tabernacle on 26 March. Record the performances on 27-28 March. Each band will perform a 30- to 60-minute set; the goal is to record eight hours of content. The recordings will be published as two-hour concerts on each Saturday in April via Facebook. Marketing and sponsorship efforts will be targeted to local businesses, allowing them to choose their contribution and receive tiered levels of advertising during as many of the show

nights as they choose to support. A local disc jockey will serve as the Master of Ceremonies to add narrative and color to the event.

Category	Response
Date of Submission	17 July 2020
Dates of Event	TBD Saturdays from Apr 24 – 22 May Note: depending on the final date of the Purcellville Festival, these dates may change to lead in to the festival.
Committee Lead	Brian Morgan
Staff Lead	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	MUSIC IN THE TABERNACLE
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I). Strengthen the local music community by providing an opportunity to perform for the Town and an extended virtual audience.
Projected Outcomes	Strategic Outcome: The event will help generate interest in the live Purcellville Festival to be held later in the summer. <ul style="list-style-type: none"> • The community will receive high quality musical entertainment. • The streaming comments feature in Facebook will allow attendees to interact as a virtual community. Anticipated Engagement: Approximately 750 Facebook impressions per session.
Assessment of Results	1A. Gather reach data through Facebook’s statistics tool. 1B. Use an online survey tool after each performance to gather attendee satisfaction comments. 2. Subjectively assess the level of attendee engagement through the comments pane during the performances.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	Management: Staff labor cost: Approximately 15 hours Maintenance: Public Works labor cost: N/A
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	Up to \$10,000 allocated via FY21 Town Budget, to be offset by sponsorships.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	
Stakeholder & Partner Engagement (coordinate & communicate)	Town Council: Review PRAB Plan, Post-Event Assessment Report Town Staff: Weekly Staff Meeting PBA, Arts Council, local business/sponsorships: Ongoing Email/Phone coordination. Citizens/Community: through the Marketing Plan, Facebook feedback, Post Event Survey per Show

Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Bush Tabernacle
Resources necessary after project completion	N/A
Project Phases	Jan 4-30: Phase 1- Plan Mar 1-28: Phase 2- Prepare Apr 3-24: Phase 3- Deliver
Timeline/Key Milestones per Phase	Phase 1: Draft budget. Identify venue, support requirements and musicians. Phase 2: Revise budget. Contract musicians and external support. Find sponsors. Record and live-stream performances. Phase 3: Deliver recorded shows as two-hour concerts during April. Assess results.

4. Non-Profit Expo. The Non-Profit Expo will focus on all types of non-profit organizations in the Purcellville area, from youth to adult and from theater to sports. We will invite non-profits that serve the Purcellville area to have a table and display with information about their organization that they can share with the public. People interested in learning more about the organizations that serve Purcellville will be able to come learn about them and how they can get involved, register, sign up, support and/or volunteer. It will help position Purcellville as a leader in community involvement and provide value to organizations and companies that serve and do business here. It will provide non-profit organizations an opportunity to showcase what they do and expose the public to more non-profits. The non-profit organizations that participate may include sports, scouts, drama, music, art, history, nature, environment, school, education, community service, business, clubs, farming, agriculture, military, government, etc. In initial research, there appear to be more than 80 non-profits in the Purcellville area.

Category	Response
Date of Submission	17 July 2020
Date of Event	April 24, 2021
Committee Lead	Phil Rohrer
Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	NON-PROFIT EXPO
Project Purpose / Goal(s) /Alignment with Town Goals	This effort will give local non-profits that serve the residents of Purcellville an opportunity to showcase what they do and introduce the public to more non-profits. It will also help residents learn about the many local non-profits that serve Purcellville and find out how they can volunteer, support, or sign up. This supports the following Town goal: <ul style="list-style-type: none"> Cultural Resources Recommendation 1, Promote the Town’s cultural resources...
Projected Outcomes	Strategic Outcome:

	<ol style="list-style-type: none"> 1. Increased citizen engagement with local non-profit organizations. 2. Increased visibility for the local non-profit organizations that serve Purcellville. <p>Estimated Engagement: Hybrid event (live-streamed & recorded) approximately 500 Facebook impressions.</p>
Assessment of Results	<ol style="list-style-type: none"> 1A. Gather reach data through Facebook’s statistics tool. 1B. Use an online survey tool after the event to gather attendee satisfaction comments. 2. Subjectively assess the level of attendee engagement through the comments pane during the event.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	<p>Management: Staff labor cost TBD</p> <p>Maintenance: Public Works labor cost TBD</p> <p>Community Outreach: TBD</p>
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	\$5,200. Funding for this is included in the Town budget. Funds were previously allocated for the Sports Grant have been reallocated to the Non-Profit Expo.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	TBD but will include marketing for sponsorships.
Potential Partners	Local non-profit organizations
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	We will coordinate with the Bush Tabernacle for the venue
Resources necessary after project completion	TBD
Project Phases	<p>Phase 1: Planning</p> <p>Phase 2: Promotion to non-profits</p> <p>Phase 3: Promotion to the public</p> <p>Phase 4: Implementing the event</p> <p>Phase 5: Evaluate the event</p>
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

5. The Purcellville Festival. PRAB will combine the Purcellville Music and Arts Festival and the Wine and Food Festival into one Festival to highlight popular local food, music and beverage providers, and the history and heritage of Purcellville. PRD and PRAB’s intent is to hold this event during Sept 2021 to allow COVID mitigation efforts to develop results. Detailed planning will begin in June 2021 based on state, county and Town guidance and projected COVID safety status for September. Current plans are to

run the Festival from 12-9pm on Saturday and 12-6pm on Sunday. Advance sales of tickets for admission to a specific block of time will help control crowd size and social distancing, and distribute attendees over the duration of the festival to provide a more consistent customer experience for our vendors. Admission will be nominal to make the Festival accessible for the whole community, and will include free activities for children and families.

PRAB’s rationale for combining the two previously held events into one major event later in the year is to allow COVID mitigation efforts to provide a safer event environment and create less impact on Town staff and resources. We also expect that a two-day event should attract wider attendance demographics and mitigate the risk of inclement weather. Sponsorships will be offered in a wider variety of packages than past events to attract the widest possible donor base and one two-day event will allow us to consolidate marketing expenses, potentially reduce some costs, and allows us to charge slightly higher vendor fees. PRAB will be prepared to scale down the scope of the Purcellville Festival if pre-planning shows that this year’s combined event won’t support two days based on projected attendance, sponsorship, vendors, bands, etc.

Category	Response
Date of Submission	17 July 2020
Date of Event	September; Dates TBD
Committee Lead	Brian Morgan
Staff Lead (when determined)	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	THE PURCELLVILLE FESTIVAL
Project Purpose / Goal(s) /Alignment with Town Goals	<ul style="list-style-type: none"> • Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I) • Cultural Resources, Recommendation 1, Promote the Town’s cultural resources through the coordinated efforts of the Purcellville Arts Council, Parks and Recreation Advisory Board... • Cultural Resources, Recommendation 4, Continue the use of Town facilities as exhibit space for local artists... • Historical Resources, Recommendation 3, Coordinate efforts with the Purcellville Historical Society, the Purcellville Train Station Advisory Board, and other relevant organizations.
Projected Outcomes	<p>Strategic Outcome: Marquee event to highlight popular local food and beverage providers, musicians, artists, and the history and heritage of Purcellville.</p> <ol style="list-style-type: none"> 1. Support to the local arts and music communities. 2. Provide a lively entertainment opportunity for all ages. 3. Highlight the history and heritage of Purcellville. 4. Increase indirect revenue through the Town’s Meals and Sales taxes by increasing foot traffic through downtown business and town restaurants during the festival weekend. 5. Generate direct revenue through vendor participation and admission fees.

	Estimated Engagement: 1000 attendees for the weekend event. This will be limited by current COVID restrictions.
Assessment of Results	<ol style="list-style-type: none"> 1. Pre- & Post Survey the participating artists and musicians for feedback on results and satisfaction with the Festival as a venue. 2. Pre- & Post Survey Festival attendees for satisfaction with the Festival as a Town-sponsored entertainment opportunity. 3. Increase attendance reflected in registration/admission. 4. Measure participation in history & heritage activities, distribution of PHS brochures. 5. Compare Town's Meals and Sales Tax collection for the month of the Festival to results of previous year(s). 6. Compare revenue generated from vendor and admission fees to results of previous year(s).
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Capital improvements to the event site are not required, however the event will require temporary logistics support such as Porta Johns, hand washing units and sanitizers, signage, advertising/marketing, stage, buses/trolley
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships, Admission & Vendor Fees, Town budget. Visit Loudoun has pledged to donate \$3,000.
Potential Partners	PBA, Purcellville Arts Council, Purcellville Historical Society, local business/sponsorships
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Purcellville Special Events Permit Loudoun County Special Events Town Public Works staff Town Procurement Officer Purcellville Police Department Purcellville Fire and Rescue ABC License
Resources necessary after project completion	TBD
Project Phases	TBD
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

6. Purcellville Rocks/Town-wide Scavenger Hunts. Parks and Recreation Division planned and managed the 7-week Purcellville Rocks Scavenger Hunt featuring rocks painted by a local artist. This activity was developed during COVID to give families a fun activity during the summer months, highlight places throughout Purcellville, and encourage people to find places they might not have visited before.

A rhyming clue was posted with a photo of each of the 20 rocks. This was very popular, and similar town-wide scavenger hunts, and geocaching and/or letterboxing efforts will be planned and held in future years.

Category	Response
Date of Submission	17 July 2020
Date of Event	August 2021
Committee Lead	Brian Morgan and Phil Rohrer
Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	PURCELLVILLE ROCKS/TOWN-WIDE SCAVENGER HUNTS
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	<ol style="list-style-type: none"> Strategic Outcome: Provide a family-friendly activity to Purcellville residents Encourage people to explore Purcellville and find places they may not have visited before Engage people in Purcellville Engage the business community Increase foot traffic to local businesses <p>Expected Engagement: 750-1000 Facebook impressions, undetermined number of in-person engagements throughout the town.</p>
Assessment of Results	<ol style="list-style-type: none"> Assess Facebook reach statistics. Measure code reporting during the scavenger hunt as an approximation of in-person engagement.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Currently, the funding comes from the Town budget. There could be opportunities for sponsorships and/or partnerships.
Potential Partners	PBA, Purcellville Arts Council, Tree and Environment Sustainability Committee, EDAC, local businesses, local non-profits
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	N/A
Resources necessary after project completion	N/A

Project Phases	TBD
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

7. Outdoor Movies. The Purcellville Parks and Recreation Division will present a series of three movies in Dillon's Woods next to Fireman's Field. Admission will be free, but space is limited and reservations will be required in advance. Reservations will be made online. Participants are encouraged to bring blankets or lawn chairs, as well as snacks. Concessions will be sold by the Bush Tabernacle.

Category	Response
Date of Submission	Nov 2020
Date of Event	TBD but late spring/early summer
Committee Lead	N/A
Committee Lead	N/A
Staff Lead	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	OUTDOOR MOVIES
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town's cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	Strategic Outcome: Recurring in-person entertainment event that fully utilizes Town property. <ol style="list-style-type: none"> 1. Support to the local arts and music communities 2. Increased foot traffic through downtown business and town restaurants 3. Lively entertainment opportunity for our citizens of all ages Expected Engagement: 250 attendees for the series, due to current COVID restrictions.
Assessment of Results	<ol style="list-style-type: none"> 1. Pre- & Post Survey attendees for satisfaction with the event 2. Increase attendance reflected in registration/admission 3. Increase in Town's Meals and Sales Tax collection for the period of time covered by the movie series
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Porta Johns, Hand washing units and sanitizers, signage, movie rights, and supplies.
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD Three movies costs approx. \$2,000 excluding cost of screen
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD based on number of movie showings
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships, Town budget? TBD
Potential Partners	Loudoun County Parks and Rec Loudoun Valley Community Center

Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Coordination with LVCC for dates to use their screen (at no cost) contracts with two external vendors
Resources necessary after project completion	TBD
Project Phases	TBD
Timeline/Milestones per Phase	TTBD
Tracking Progress/Milestones	Milestone list

8. Fall Festivities. In response to COVID, the Parks and Recreation Division developed alternative ways for people to celebrate Halloween, including a virtual costume contest, pumpkin scavenger hunt, and a spooky driving tour. PRD will schedule these or similar events based on popularity of the 2020 events and COVID health guidelines in force during this time in 2021.

Category	Response
Date of Submission	Nov 2020
Date of Event	October 2021
Committee Lead	N/A
Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	FALL FESTIVITIES
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town's cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	<p>Strategic Outcome: Bridge between the Purcellville Festival and the Christmas holiday activities.</p> <ol style="list-style-type: none"> 1. Provide Purcellville residents low-impact but fun and family-friendly activities. 2. Engage the business community. 3. Enhance Purcellville business cross-promotion <p>Expected Engagement: TBD via development of micro activities.</p>
Assessment of Results	<ol style="list-style-type: none"> 1. Assess Facebook reach statistics. 2. Measure code reporting during the pumpkin scavenger hunt as an approximation of in-person engagement. 3. Increase in Town's Meals and Sales Tax collection for the period of time covered by the event activities.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	<p>Management: Staff labor cost TBD</p> <p>Maintenance: Public Works labor cost TBD</p> <p>Community Outreach: TBD</p> <p>Etc: TBD</p>
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD

Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Funding came from the existing Town budget. There is potential for sponsorships and donations for awards (costume contest, scavenger hunt winners, best decorated homes).
Potential Partners	Local business/sponsorships
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	TBD
Resources necessary after project completion	TBD
Project Phases	Phase 1: Planning Phase 2: Outreach to businesses (if we work with them) Phase 3: Promotion Phase 4: Implementation Phase 5: Follow up/present awards as appropriate
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

9. Christmas in Purcellville: Holiday Lights Tour. Christmas in Purcellville is a series of events that includes the Town Tree Lighting, the Holiday Lights Tours, a parade, an ornament workshop, a holiday market, open house with the Lego train station and other activities, and pictures with Santa. Hand-painted ornaments are also displayed throughout Town. The activities are the work of the Purcellville Parks and Recreation Division in cooperation with numerous town committees, commissions, and boards as well as local businesses and organizations. See <https://www.purcellvilleva.gov/799/Holiday-and-Christmas-Activities> for a detailed 2020 schedule.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Dec 2021
PRAB Lead	Laura Ours
PRD Lead	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	CHRISTMAS IN PURCELLVILLE- HOLIDAY LIGHTS TOUR
Project Purpose / Goal(s) /Alignment with Town Goals	<ul style="list-style-type: none"> Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I) Encourage economic development with increase in activity at local businesses Goal for 2021 to enhance annual experience with additional foot traffic, engagement with local businesses
Projected Outcomes	<p>Strategic Outcome: Support and connect other seasonal events.</p> <ol style="list-style-type: none"> Community engagement Increased activity at town businesses

	Expected Engagement: approximately 250 participants over two nights.
Assessment of Results	1. Post-event feedback survey 2. Increase in Town's Meals and Sales Tax collection for the period of time covered by the holiday lights tour weekend.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Use of Tabernacle parking lot
Identify annual/event volunteer hours	Staffing for vehicle guides, ticket stations, music for gathering (local youth musicians)
Estimated Cost/Budget	\$2,000 allocated in the Town budget.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships to offset expenses Local grocery partners for treats
Potential Partners	Purcellville Arts Council, EDAC, Discover Purcellville
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	VA Rides
Identify annual/event volunteer hours	Staffing for vehicle guides, ticket stations, music for gathering (local youth musicians)
Resources necessary after project completion	N/A
Project Phases	Planning, executing and closing
Timeline/Milestones per Phase	Milestone List
Tracking Progress/Milestones	Tracked by project owner

ONGOING PARKS AND TRAILS CAPITAL IMPROVEMENT PROJECTS

1. Dillon’s Woods Gazebo. The Gazebo in Dillon’s Woods is falling into disrepair and will soon become unusable and a safety hazard. Planning continues to supplement Dillon’s Woods with a new “Main Stage” to add to the existing gazebo and pavilion. Events held at Dillon’s Woods require the use of the Gazebo, and is an amenity available to those who will rent Dillon’s Woods in the future. PRAB will act to Save the Gazebo as a valued element of the Town’s entertainment infrastructure.

Category	Response
Date of Submission	Nov 2020
Volunteer Committee Lead	Laura Ours
Town Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	DILLON’S WOODS GAZEBO
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	Repair and maintain gazebo to allow continued use for festivals and the possibility of more frequent smaller music / performance events hosted by the Town or other groups. Make the gazebo another amenity available as part of the rental of the pavilion in Dillon’s Woods.
Assessment of Results	N/A
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	None
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD Etc: TBD
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	\$15,000 from the Fireman’s Field budget line for repair and maintenance.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	N/A
Potential Partners	N/A
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Town Engineering, Planning & Development staff Town Procurement Officer Town Public Works staff
Resources necessary after project completion	Maintain gazebo to allow continued use for festivals and the possibility of more frequent smaller music / performance events hosted by the Town and/or other groups.
Project Phases	N/A

Timeline/Milestones per Phase	Goal to be completed as soon as possible. Make Gazebo serviceable by spring or early summer.
Tracking Progress/Milestones	N/A

2. Dillon’s Woods Main Stage. PRAB will complete planning already underway to construct a permanent stage in Dillon’s Woods. This Main Stage will add to the Town’s recreation infrastructure and provide a venue for Town-sponsored events and privately-organized functions.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Dec 2020
Volunteer Committee Lead	Laura Ours
Town Staff Lead	Amie Ware
Committee Proposing the Project	PRAB
Project Title	DILLON’S WOODS MAIN STAGE
Project Purpose / Goal(s) /Alignment with Town Goals	<p>Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I) It will help address the following recommendations in the Comp Plan:</p> <ul style="list-style-type: none"> • Cultural Resources Recommendation #1, Promote the Town’s cultural resources • Cultural Resources Recommendation #3, Seek grants for recreation • Cultural Resources Recommendation #4, Continue the use of Town facilities
Projected Outcomes	<p>Strategic Outcome: Provide an outdoor venue to support music concerts, theater, movies, and educational offerings.</p> <ul style="list-style-type: none"> • Making Purcellville a destination with more frequent and regularly scheduled performances held on the stage • Provide resources for local groups to perform • Provide high quality professional stage to allow for larger draw performers • Increase business in Purcellville shops, restaurants, and other establishments before or after attending performances on the outdoor stage • Provide Purcellville residents with local entertainment that many will be able to walk to
Assessment of Results	N/A
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Ongoing budgeting for project
Identify annual/event labor costs	<p>Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD</p>

Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	\$80,000 over two FYs to include partnerships and sponsorships.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships In-kind donations from local contractors Music/ Arts/ Theater grants
Potential Partners	Makersmiths, EDAC, Purcellville Arts Council, local musicians and theater groups, local businesses as sponsors
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Permitting by Town and County Approval by State Historic Department Town Procurement Officer Town Engineering, Planning & Development Department
Resources necessary after project completion	Building maintenance Programming for venue Establishing rental fees and procedures for other groups to use
Project Phases	TBD, potentially Building Shell, then addition of sound system, storage
Timeline/Milestones per Phase	1 year per phase, 2 to 3 years to completion
Tracking Progress/Milestones	TBD

SECTION 2: Next Year's Plan (2022)

The Projects and Job Cards listed in this section continue the recreational activities and capital improvement program established as This Year's Plan (2021). Next Year's Plan (2022) assumes the events and activities to be executed during 2021 are successful and that the Town desires they be continued. This includes the two Capital Improvement Projects; Build the Dillon's Woods Main Stage and Repair the Dillon's Woods Gazebo. As new projects are proposed during This Year (2021) they will be reviewed for impact and feasibility by the PRAB, then nominated for approval with the 2022-2023 Biannual Plan.

Section 2 is intended to be a guide for mid-term planning required to continue on the path to accomplishing PRAB's Vision to make Purcellville a place where residents delight in living.

The projects listed in Section 2 were approved by PRAB for initial 'conceptual' planning as the basis for Next Year's plan (2022). Conceptual planning of Next Year's activities will take place at the same time as detailed planning of This Year's events. This extends the horizon of PRAB's parks and recreation thinking and preparation beyond the near term to more effectively inform Council and the Community, receive input, and incorporate lessons learned from review and assessment of results accomplished This Year (2021).

Ongoing review and validation of Next Year's (2022) planned activities may result in removal or modification of the activities listed below during implementation of This Year's Plan. The Town's Parks and Recreation Division and the PRAB will keep the Town Council informed of the status of Next Year's Plan for 2022 as substantial changes occur and as requested by Council.

1. Nature Walks. The Purcellville Parks and Recreation Advisory Board hosts monthly nature walks and activities at the Chapman DeMary Trail. These activities are led by local nature and wildlife experts on the last Sunday of each month. The Parks and Recreation Division coordinates the family-friendly walks, activities, and explorations to focus on natural features and creatures found in our area.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Last Sunday of each month
Committee Host	Rotates each month
Staff Lead (when determined)	Amie Ware
Committee Proposing the Project	PRAB
Project Title	NATURE WALKS
Project Purpose / Goal(s) /Alignment with Town Goals	Provide residents a family-friendly activity held on a regular, recurring basis, educate people about nature and the environment, and highlight local experts and non-profits that help protect our environment. This supports the following goals of the Comp Plan: <ul style="list-style-type: none"> • Cultural Resource Recommendation 1, Promote the Town's Cultural Resources • Reinforce the environmental resources in Purcellville.

	<ul style="list-style-type: none"> Environmental Resources Recommendation 14, Continue environmental programs and activities
Projected Outcomes	<p>Strategic Outcome: Increased environmental awareness through entertaining and educational use of existing Town park space.</p> <ul style="list-style-type: none"> Citizens receive outdoor educational experiences. Primarily attracts K-6 school-aged children, families, adult family members, and local civic organizations like the Boy Scouts and Girl Scouts. Increased awareness of trails and parks in Purcellville. <p>Estimated engagement: This program provided outdoor educational experiences to about 180 people during 2019. The program was curtailed for most of 2020 due to COVID.</p>
Measuring Results	<p>Compile data from the event attendance roster. Gather satisfaction feedback from Signup Genius survey.</p>
Capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Annual/event Staff labor hours	<p>Management: Staff labor hours TBD Maintenance: Public Works labor hours TBD</p>
Annual/event volunteer hours	TBD
Estimated Cost/Budget	Staff time is the only cost for this activity. Additional budget will not be necessary.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	N/A
Potential Partners	Tree and Environment Sustainability Committee, Purcellville Arts Council, local environmental non-profit organizations and governmental organizations, local business/sponsorships
Necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Monthly coordination includes reaching out to secure an expert to lead each the walk, coordinating the review of the press release and the Facebook event listing, and setting up for and cleaning up after the event.
Resources necessary after project completion	N/A
Project Phases	<p>Phase 1 (January): Establish Annual Plan Phase 2 (Monthly): Coordinate with experts and PRAB Promote event Deliver event Phase 3 (Monthly): Follow up with experts Survey participants</p>
Timeline/Milestones per Phase	<p>Phase 1: Annual Plan: Complete by January 15, 2022</p> <p>Phase 2: Monthly Coordination: - Initial Planning completed NLT 15th of each month. - Final Planning completed NLT Day Prior to the Nature Walk.</p>

	- Phase 3: Implement and Wrap up on the day of and the day after the Nature Walk.
Tracking Progress/Milestones	N/A

2. Purcellville Strong. Purcellville Strong and its associated virtual activities have been well-received by the community and served to give our citizens a welcome distraction during the otherwise troubling days of the COVID lockdown. Due to their relative low cost and high popularity, and the variety they add to the Town’s recreation options, PRD will continue to develop virtual activities as an ongoing component of our environmental, cultural, historical, and recreational resources.

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Ongoing
Committee Host	N/A
Staff Lead (when determined)	Amie Ware
Committee Proposing the Project	PRAB
Project Title	PURCELLVILLE STRONG
Project Purpose / Goal(s) /Alignment with Town Goals	<p>The goal of Purcellville Strong is to keep the community connected and engaged through daily posts of activities, features, and fun facts about the Town. It supports the following recommendations in the Comp Plan:</p> <ul style="list-style-type: none"> • Cultural Resources Recommendation 1. Promote the Town’s cultural resources • Environmental Resources Recommendation 14: Continue programs • Historical Resources, Recommendation 4: Include historical information online
Projected Outcomes	<p>Strategic Outcome:</p> <p>The continuation of the daily posts that make up Purcellville Strong are expected to help increase the number of followers on the Purcellville Parks and Recreation Facebook page, engaging more residents. This increase will enable Parks and Recreation to reach more people with highlights of the many features in Purcellville as well as highlights of the businesses, non-profit organizations, performers, and artists in Town.</p> <p>Anticipated Engagement: This campaign provides engagement to more than 10% of the Town’s population and other Loudoun communities.</p> <p>Results during 2021 are expected to match or exceed 2020’s results, as follows:</p>

	<ul style="list-style-type: none"> • From April 2 – December 28, 2020, the Parks and Recreation Division published 312 posts on the Purcellville Parks and Recreation Facebook page that had an average reach of 583; 292 of these posts were created by the staff, the remaining 20 were shared posts. About 11% of the posts (37 of the 312 posts) reached more than 1,000 people. • From April 2 – December 28, 2020, the Parks and Recreation Division published 63 videos on the Purcellville Parks and Recreation Facebook page. Staff produced 13 of these, and worked with professional videographers for another 13, and the remaining 37 videos were produced by 31 other individuals, businesses, and organizations. • From April 2 – December 28, 2020, 77 local businesses, non-profit organizations, performers, and artists were highlighted on the Facebook pages of Purcellville Parks and Recreation, Hail to the Trail, and Christmas in Purcellville.
Measuring Results	TBD
Capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Annual/event Staff labor hours	Management: Staff labor cost TBD
Annual/event volunteer hours	TBD
Estimated Cost/Budget	\$1050
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Town budget
Potential Partners	PBA, Purcellville Arts Council, Tree and Environment Sustainability Committee, EDAC, local business, non-profit organizations, artists, and performers have contributed to content to post to Facebook. These partnerships will grow as the virtual efforts continue.
Necessary coordination (internal and external to include permitting, procurement, legal, etc.)	N/A
Resources necessary after project completion	N/A
Project Phases	N/A
Timeline/Milestones per Phase	N/A
Tracking Progress/Milestones	N/A

3. Music in the Tabernacle. PRAB launched this musical series in 2021 to provide local soloists and bands the opportunity to showcase their talent by performing for the community in the historic Bush Tabernacle.

Category	Response
Date of Submission	
Dates of Event	TBD based on 2021 feedback
Committee Lead	Brian Morgan
Staff Lead	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	MUSIC IN THE TABERNACLE
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I). Strengthen the local music community by providing an opportunity to perform for the Town and an extended virtual audience.
Projected Outcomes	<p>Strategic Outcome: The event will help generate interest in the live Purcellville Festival to be held later in the summer.</p> <ul style="list-style-type: none"> • The community will receive high quality musical entertainment. • The streaming comments feature in Facebook will allow attendees to interact as a virtual community. <p>Anticipated Engagement: Approximately 750 Facebook impressions per session.</p>
Assessment of Results	<p>1A. Gather reach data through Facebook’s statistics tool.</p> <p>1B. Use an online survey tool after each performance to gather attendee satisfaction comments.</p> <p>2. Subjectively assess the level of attendee engagement through the comments pane during the performances.</p>
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	Management: Staff labor cost: Approximately 15 hours Maintenance: Public Works labor cost: N/A
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	TBD
Stakeholder & Partner Engagement (coordinate & communicate)	<p>Town Council: PRAB Plan, Post-Event Assessment Report</p> <p>Town Staff: Weekly Staff Meeting</p> <p>PBA, Arts Council, local business/sponsorships: Ongoing Email/Phone coordination.</p> <p>Citizens/Community: through the Marketing Plan, Facebook feedback, Post Event Survey per Show</p>

Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Special Event Permit from Town of Purcellville
Resources necessary after project completion	N/A
Project Phases	TBD Phase 1- Plan TBD: Phase 2- Prepare TBD: Phase 3- Deliver
Timeline/Key Milestones per Phase	Phase 1: Draft budget. Identify venue, support requirements and musicians. Phase 2: Revise budget. Contract musicians and external support. Find sponsors. Record and live-stream performances. Phase 3: Deliver recorded shows as two-hour concerts during April. Assess results.

4. Non-Profit Expo. The Non-Profit Expo will focus on all types of non-profit organizations in the Purcellville area, from youth to adult and from theater to sports. We will invite non-profits that serve the Purcellville area to have a table and display with information about their organization that they can share with the public. People interested in learning more about the organizations that serve Purcellville will be able to come learn about them and how they can get involved, register, sign up, support and/or volunteer. It will help position Purcellville as a leader in community involvement and provide value to organizations and companies who serve and do business here. It will provide non-profit organizations an opportunity to showcase what they do and expose the public to more non-profits. The non-profit organizations that participate may include sports, scouts, drama, music, art, history, nature, environment, school, education, community service, business, clubs, farming, agriculture, military, government, etc. In initial research, there appear to be more than 80 non-profits in the Purcellville area.

Category	Response
Date of Submission	17 July 2020
Date of Event	TBD
Committee Lead	Phil Rohrer
Staff Lead (when determined)	Amie Ware
Committee Proposing the Project	PRAB
Project Title	NON-PROFIT EXPO
Project Purpose / Goal(s) /Alignment with Town Goals	This effort will give local non-profits that serve the residents of Purcellville an opportunity to showcase what they do and introduce the public to more non-profits. It will also help residents learn about the many local non-profits that serve Purcellville and find out how they can volunteer, support, or sign up. This supports the following Town goals: <ul style="list-style-type: none"> • Cultural Resources Recommendation 1, Promote the Town’s cultural resources...
Projected Outcomes	Strategic Outcome: 1. Increased citizen engagement with local non-profit organizations.

	2. Increased visibility for the local non-profit organizations that serve Purcellville. Estimated Engagement: Hybrid event (live & recorded) approximately 500 Facebook impressions.
Assessment of Results	1A. Gather reach data through Facebook’s statistics tool. 1B. Use an online survey tool after each performance to gather attendee satisfaction comments. 2. Subjectively assess the level of attendee engagement through the comments pane during the performances.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	\$5,200. Funding for this is included in the Town budget. Funds were previously allocated for the Sports Grant have been reallocated to the Non-Profit Expo.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	TBD but will include marketing for sponsorships.
Potential Partners	Local non-profit organizations
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	We will coordinate with the Bush Tabernacle for the venue
Resources necessary after project completion	TBD
Project Phases	Phase 1: Planning Phase 2: Promotion to non-profits Phase 3: Promotion to the public Phase 4: Implementing the event
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

5. The Purcellville Festival. PRAB will combine the Purcellville Music and Arts Festival and the Wine and Food Festival into one Festival to highlight popular local food, music and beverage providers, and the history and heritage of Purcellville. The Festival will run from 12-9pm on Saturday and 12-6pm on Sunday. Advance sales of tickets for admission to a specific block of time will help control crowd size and social distancing, and distribute attendees over the duration of the festival to provide a more consistent customer experience for our vendors. Admission will be nominal to make the Festival accessible for the whole community, and will include free activities for children and families.

Consolidation considerations: One event will have less impact on Town staff and resources and two days should attract wider attendance demographics. Overnight security will be provided and a two-day event will mitigate the risk of inclement weather. Sponsorships will be offered in a wider variety of packages than past events to attract the widest possible donor base. Consolidates all marketing expenses and allows us to charge slightly higher vendor fees. PRAB will be prepared to scale down if pre-planning won't support two days based on projected attendance, sponsorship, vendors, bands, etc.

Category	Response
Date of Submission	17 July 2020
Date of Event	TBD based on 2021 feedback
Committee Lead	Brian Morgan
Staff Lead (when determined)	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	THE PURCELLVILLE FESTIVAL
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town's cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	<p>Strategic Outcome: Marquee event to highlight popular local food, music and beverage providers, and the history and heritage of Purcellville.</p> <ol style="list-style-type: none"> 1. Support to the local arts and music communities, 2. Provide a lively entertainment opportunity for all ages. 3. Highlight the history and heritage of Purcellville. 4. Increase indirect revenue through the Town's Meals and Sales taxes by increasing foot traffic through downtown business and town restaurants during the festival weekend. 5. Generate direct revenue through vendor participation and admission fees. <p>Estimated Engagement: 1000 attendees for the weekend event. This will be limited by current COVID restrictions.</p>
Assessment of Results	<ol style="list-style-type: none"> 1. Pre- & Post Survey the participating artists and musicians for feedback on results and satisfaction with the Festival as a venue. 2.1. Pre- & Post Survey Festival attendees for satisfaction with the Festival as a Town-sponsored entertainment opportunity. 2.2. Increase attendance reflected in registration/admission. 3. Measure participation in history & heritage activities, distribution of PHS brochures. 4. Compare Town's Meals and Sales Tax collection for the month of the Festival to results of previous year(s). 5. Compare revenue generated from vendor and admission fees to results of previous year(s).
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	<p>Management: Staff labor cost TBD</p> <p>Maintenance: Public Works labor cost TBD</p> <p>Community Outreach: TBD</p>

Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships, Admission & Vendor Fees, Town budget
Potential Partners	PBA, Arts Council, local business/sponsorships
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	TBD
Resources necessary after project completion	TBD
Project Phases	TBD
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

6. Purcellville Rocks/Town-wide Scavenger Hunts. Parks and Recreation Division planned and managed the 7-week Purcellville Rocks Scavenger Hunt featuring rocks painted by a local artist. This activity was developed during COVID to give families a fun activity during the summer months, highlight places throughout Purcellville, and encourage people to find places they might not have visited before. A rhyming clue was posted with a photo of each of the 20 rocks. This was very popular, and similar town-wide scavenger hunts, and geocaching and/or letterboxing efforts will be planned and held in future years.

Category	Response
Date of Submission	17 July 2020
Date of Event	August 2022
Committee Lead	Brian Morgan and Phil Rohrer
Staff Lead (when determined)	Amie Ware
Committee Proposing the Project	PRAB
Project Title	PURCELLVILLE ROCKS/TOWN-WIDE SCAVENGER HUNTS
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	<p>Strategic Outcome: Family fun activity during the summer months.</p> <ol style="list-style-type: none"> 1. Provide a family-friendly activity to Purcellville residents 2. Encourage people to explore Purcellville and find places they may not have visited before 3. Engage people in Purcellville 4. Engage the business community 5. Increase foot traffic to local businesses <p>Expected Engagement: 750-1000 Facebook impressions, undetermined number of in-person engagements throughout the town.</p>
Assessment of Results	1. Assess Facebook reach statistics.

	2. Measure code reporting during the scavenger hunt as an approximation of in-person engagement.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Currently, the funding comes from the Town budget. There could be opportunities for sponsorships and/or partnerships.
Potential Partners	PBA, Purcellville Arts Council, Tree and Environment Sustainability Committee, EDAC, local businesses, local non-profits
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	N/A
Resources necessary after project completion	N/A
Project Phases	TBD
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

7. Outdoor Movies. The Purcellville Parks and Recreation Division will present a series of three movies in Dillon's Woods next to Fireman's Field. Admission will be free, but space is limited and reservations will be required in advance. Reservations will be made online. Participants are encouraged to bring blankets or lawn chairs, as well as snacks. Concessions will be sold by the Bush Tabernacle.

Category	Response
Date of Submission	Nov 2020
Date of Event	TBD but late spring/early summer
Committee Lead	N/A
Staff Lead (when determined)	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	OUTDOOR MOVIES
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town's cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	Strategic Outcome: Recurring in-person entertainment event that fully utilizes Town property. <ul style="list-style-type: none"> • Support to the local arts and music communities,

	<ul style="list-style-type: none"> Increased foot traffic through downtown business and town restaurants during the festival weekend, Lively entertainment opportunity for our citizens of all ages. <p>Expected Engagement: 250 attendees for the series, due to current COVID restrictions.</p>
Assessment of Results	<ol style="list-style-type: none"> Pre- & Post Survey Festival attendees for satisfaction with the Festival as a Town-sponsored entertainment opportunity. Increase attendance reflected in registration/admission. Increase in Town's Meals and Sales Tax collection for the period of time covered by the movie series.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Porta Johns, Hand washing units and sanitizers, signage, movie rights, and supplies.
Identify annual/event labor costs	Management: Staff labor cost TBD Maintenance: Public Works labor cost TBD Community Outreach: TBD Etc: Three movies costs approx. \$2,000 excluding cost of screen
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD based on number of movie showings
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Sponsorships, Town budget? TBD
Potential Partners	Loudoun County Parks and Rec Loudoun Valley Community Center
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	Coordination with LVCC for dates to use their screen (at no cost) contracts with two external vendors
Resources necessary after project completion	TBD
Project Phases	TBD
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	Milestone list

8. Fall Festivities. During 2020 and 2021 the Parks and Recreation Division developed additional options to celebrate Halloween, including a virtual costume contest, pumpkin scavenger hunt, and a spooky driving tour. The Mayor also recommends adding an outdoor Winter Skate Park as an activity for families and the Town's youth at the Fireman's Field complex. PRD will schedule these or similar events based on popularity of the 2020 events and other community input.

Category	Response
Date of Submission	Nov 2020
Date of Event	October 2022
Committee Lead	N/A
Staff Lead (when determined)	Amie Ware
Committee Proposing the Project	PRAB

Project Title	FALL FESTIVITIES
Project Purpose / Goal(s) /Alignment with Town Goals	Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)
Projected Outcomes	<p>Strategic Outcome: Bridge between the Purcellville Festival and the Christmas holiday activities.</p> <ul style="list-style-type: none"> • Provide Purcellville residents low-impact but fun and family-friendly activities. • Engage the business community. • Enhance Purcellville business cross-promotion <p>Expected Engagement: TBD via development of micro activities.</p>
Assessment of Results	<ol style="list-style-type: none"> 1. Assess Facebook reach statistics. 2. Measure code reporting during the pumpkin scavenger hunt as an approximation of in-person engagement. 3. Increase in Town’s Meals and Sales Tax collection for the period of time covered by the movie series.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	N/A
Identify annual/event labor costs	<p>Management: Staff labor cost TBD</p> <p>Maintenance: Public Works labor cost TBD</p> <p>Community Outreach: TBD</p>
Identify annual/event volunteer hours	TBD
Estimated Cost/Budget	TBD
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	Funding came from the existing Town budget. There is potential for sponsorships and donations for awards (costume contest, scavenger hunt winners, best decorated homes).
Potential Partners	Local business/sponsorships
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	TBD
Resources necessary after project completion	TBD
Project Phases	<p>Phase 1: Planning</p> <p>Phase 2: Outreach to businesses (if we work with them)</p> <p>Phase 3: Promotion</p> <p>Phase 4: Implementation</p> <p>Phase 5: Follow up/present awards as appropriate</p>
Timeline/Milestones per Phase	TBD
Tracking Progress/Milestones	TBD

9. Christmas in Purcellville: Holiday Lights Tour. Christmas in Purcellville is a series of events that includes the Town Tree Lighting, the Holiday Lights Tours, a parade, an ornament workshop, a holiday

market, open house with the Lego train station and other activities, and pictures with Santa. Hand-painted ornaments are also displayed throughout Town. The activities are the work of numerous town committees, commissions, and boards along with local businesses. See <https://www.purcellvilleva.gov/799/Holiday-and-Christmas-Activities> for a detailed 2020 schedule .

Category	Response
Date of Submission	Nov 17, 2020
Date of Event	Dec 2022
PRAB Lead	Laura Ours
PRD Lead	Hibah Salah
Committee Proposing the Project	PRAB
Project Title	CHRISTMAS IN PURCELLVILLE- HOLIDAY LIGHTS TOUR
Project Purpose / Goal(s) /Alignment with Town Goals	<p>-Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)</p> <p>-Reinforce the Town’s cultural resources by making use of existing infrastructure to bring the community together. (PP 2030 Goal I)</p> <ul style="list-style-type: none"> • Encourage economic development with increase in activity in local businesses • Goal for 2022 to enhance annual experience with add additional foot traffic, engagement with local businesses
Projected Outcomes	<p>Strategic Outcome: Support and connect other seasonal events.</p> <ol style="list-style-type: none"> 1. Community engagement 2. Increased activity at town businesses <p>Expected Engagement: approximately 500 participants over two nights.</p>
Assessment of Results	<ol style="list-style-type: none"> 1. Post-event feedback survey 2. Increase in Town’s Meals and Sales Tax collection for the period of time covered by the holiday lights tour weekend.
Identify capital improvements and associated costs (i.e. access roads, parking, water and sewer, portable restrooms, project enhancements, signage, etc.)	Use of Tabernacle parking lot
Identify annual/event labor costs	<p>Management: Staff labor cost TBD</p> <p>Maintenance: Public Works labor cost TBD</p> <p>Community Outreach: TBD</p>
Identify annual/event volunteer hours	Staffing for vehicle guides ticket stations, music for gathering (local youth musicians)
Estimated Cost/Budget	\$2,000 allocated in the Town budget.
Funding (include potential sources such as grants, partners, fees, dues, and/or fundraisers)	<p>Sponsorships to offset expenses</p> <p>Local grocery partners for treats</p>
Potential Partners	Arts Council, EDAC, Discover Purcellville
Identify necessary coordination (internal and external to include permitting, procurement, legal, etc.)	VA Rides

Resources necessary after project completion	N/A
Project Phases	Planning, executing and closing
Timeline/Milestones per Phase	Milestone List
Tracking Progress/Milestones	Tracked by project owner

SECTION 3: Summary of Parks and Trails Activities and Improvements

Purcellville maintains a variety of outdoor spaces and facilities for the enjoyment and benefit of its citizens. The PRD and PRAB are responsible for making recommendations regarding the Town’s physical recreation features to the Town Council. Exhibit 2 is a partial listing of our parks and trails with notes regarding current and future potential opportunities to increase their value and relevance to Purcellville’s recreational landscape.

Exhibit 2. Summary of current and proposed activities and improvements to the Town’s recreational landscape.

Parks	Activities (current)	Activities (future)	Physical Projects (active and pending)	Challenges, Opportunities, Comments
Dillon’s Woods	See This Year’s Plan (2021)	See Next Year’s Plan (2022)	Repair Gazebo (see Job Card)	
			Build Main Stage (see Job Card)	
Fireman’s Field	Purcellville Cannons Other teams use as scheduled by Loudoun County	Purcellville Cannons Other teams use as scheduled by Loudoun County		
Bush Tabernacle	See This Year’s Plan (2021)	See Next Year’s Plan (2022)	Pending: Replace/repair floor, update restrooms, sound system.	Historical property restrictions
Tot Lot/Outdoor Classroom/ Skate Park/Bush Tabernacle Outdoor Overflow	N/A	N/A	Pending Council decision	
Aberdeen Property	N/A	N/A	Pending Council decision	
Village Case Barn & Community Gardens	Community Garden	TBD	Pending: Stabilize the barn	Access, parking, passive use options
20 th Street South Bike Park	N/A	N/A	Pending: Bike park	Trail access, User access. Approved In CIP Budget

Trails	Activities (current)	Activities (future)	Physical Projects (active and pending)	Challenges, Opportunities, Comments
Chapman DeMary Trail	<ul style="list-style-type: none"> - Nature Walks - Scout projects including boardwalks - Use by other organizations (i.e. Loudoun Wildlife Conservancy, Tinkergarden, etc.) - Tree inventory - Support volunteer groups that request projects at the trail, such as spreading wood chips to mark the path 	<ul style="list-style-type: none"> - Nature Walks - Scout projects - Use by other organizations (i.e. Loudoun Wildlife Conservancy, Tinkergarden, etc.) - Establish way to count visitors (trail counter, QR code, online check-in) - Support volunteer groups that request projects at the trail, such as spreading wood chips to mark the path - Establish a species identification guide for the trees, flowers, and wildlife found at the trail (the guide would be online, housed on the Town website with QR codes at the trail that people can scan to get more information) 	<ul style="list-style-type: none"> - Continue coordination with trail partners: LVHS, the Nature Generation, and the Piedmont Environmental Council - Enhancements to and maintenance of the pollinator meadow - Replace the welcome kiosk - Work with Scouts to install boardwalks and crossings - Replace the small markers - Seek habitat certifications - Sponsor senior capstone projects at the trail - Establish areas of interest (i.e. a gnome forest, geocaching, 	<ul style="list-style-type: none"> - Potential partnership - Potential sponsorship

		about specific things they found	nature play areas, etc.) - Connect to sidewalks and other trails	
Suzanne Kane Nature Preserve	N/A	N/A	<ul style="list-style-type: none"> - Establish a pollinator meadow and pollinator gardens - Plant new trees - Install picnic tables - Make the area more user friendly - Create and place tree and plant markers along the trail 	<ul style="list-style-type: none"> - Grants - Partnerships - Projects for students and scouts - Sponsorships
W&OD Bike Trail	N/A	N/A	<ul style="list-style-type: none"> - Pending: Bike repair station - Pending: Kiosk (Train Station Advisory Board) 	Coordination with NOVA Parks
Bowman Property	N/A	N/A	N/A	Connect to Franklin Park?
Throughout Town			<ul style="list-style-type: none"> - Pending: Bike racks (ICW Purcellville Arts Council) - Underway: Connecting trails and sidewalks to make the 	Additional PRAB funds are available to support projects that enhance our Parks and Trails.

			town more walkable.	
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