

Implementation of “A Grand Strategy for Purcellville”

2021-2022 Economic Development Plan

May 2021

Purcellville's Vision and Mission

Vision

"Purcellville - your small Town, where history and progress intersect and people prosper."

Mission

To provide leadership, stewardship, and policies that produce a vibrant community where residents delight in living, participating and welcoming visitors.

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Introduction

Background

Introduction

- From : Town Economic Development Staff
- To : Town Manager and Town Clerk
- CC : Town Businesses
- Requested : Endorsement from Economic Development Advisory Committee (EDAC)
- EDAC Next Step : Present to Town Council and Town Mayor
- Following Step : Present to Loudoun County Economic Development Staff

Introduction

This implementation plan integrates and/or builds on recommendations from :

2021 Visit Loudoun Presentation on Purcellville Tourism to Economic Development Advisory Committee

2020 A Grand Strategy for Purcellville Presentation

2020 Plan Purcellville 2030 Comprehensive Plan

2018 Novak Consulting Group Assessment Report

2017 Economic Development Advisory Committee Business Survey

2015 Economic Development Advisory Committee Tourism Plan

2014 Arnett Muldrow & Associates Market Study Update

2010 CLUE Group Purcellville Economic Development Program Management Assessment

Introduction

Plan Purcellville 2030 Comprehensive Plan Highlights

“We will continue Purcellville’s role as a vibrant business center and tourist destination to provide varied employment opportunities and a stable tax base.”

Goal B - Purcellville must encourage and sustain its tradition of small-town businesses, such as those on Main Street and 21st Street.

Goal E - Purcellville must protect and enhance its aesthetics and viability by striking a balance between serving the needs of residents and attracting the visitors whose business helps to reduce the tax burden on our residents.

Introduction

Plan Purcellville 2030 Comprehensive Plan Highlights

ECONOMIC DEVELOPMENT

Purcellville is a thriving community of established neighborhoods and a collection of traditional and unique independent businesses of retail, commercial, entertainment, and professional services and is considered the business hub for Western Loudoun County. There are two fundamental reasons economic development and non-residential land uses are important in Purcellville:

- The Town provides services and capital facilities using revenue from taxes collected in the Town limits, and
- Access to shopping, entertainment, schools, and employment businesses in close proximity to homes is a hallmark of Purcellville's small town character and quality of life.

The Town's main revenue sources are real estate taxes and other local taxes (i.e. personal property tax, sales tax, meals tax, business license fees, etc.). When combined, these major revenue sources account for over 80 percent of the General Fund and Parks and Recreation Fund. Public Works is the largest expenditure category, at approximately one-third of the total, followed by General Government and Police. The Town completed significant capital improvements over the last ten years, including expanded and updated wastewater facilities, a new maintenance facility, collection and distribution systems, general government and park facilities, new vehicles, and equipment and transportation improvements.

Economic development is important to the community's finances and its ability to realize its needs and wants. The Town would like to reduce or at least not increase the residential and business property tax burden. This steady state or decrease in the property tax burden would enable our businesses to invest more in their operations to drive profitability and more revenue for the Town. The Town would rather create a more sustainable tax revenue base for the provision of the Town's services through increasing business rather than by raising property tax rates.

RECOMMENDATIONS

The following are recommendations to consider in all land use and development decisions, as well as actions the Town could take to implement these recommendations:

- Continue supporting the local business environment of retail, entertainment, and professional services, and foster entrepreneurship in the community, provided that all of these are compatible with the small town character citizens seek to protect.
- Continue supporting businesses and infrastructure that attract tourism.
- Limit the land available for commercial businesses to maintain scale consistent with the Town's character, encourage redevelopment along Main Street to maintain the viability of the commercial corridor in the heart of Purcellville, and avoid buildings inconsistent with the Town's character.
- Consider green infrastructure as part of any development projects for the Town's limited land resources.
- Allow for an increased mix of uses in new development including parks and green space to promote complete and balanced development that supports walkability, provided this development does not alter the small town character citizens seek to preserve.
- Identify and catalog potential locations for redevelopment and limited intensification of commercial and industrial uses.
- Generate higher efficiency in the use of land in the Town by promoting employment-generating uses rather than uses such as storage, warehousing, and remote parking that do not require access to Town services and infrastructure.
- Adopt non-residential development standards that require local vernacular architecture and control the size and scale of buildings based on the area in which they are located.
- Encourage and support efforts to build small-scale lodging, such as bed and breakfasts, in the Town to accommodate tourists and other visitors.
- Continue interagency coordination with economic development partners including Loudoun County Chamber of Commerce, Visit Loudoun, Purcellville Business Association, Discover Purcellville, and the Loudoun County Department of Economic Development.



Figure 93: The Catox Creek Distillery

This is an excellent example of a local business that has adapted an existing building in downtown, 80% of its operation runs on renewable energy.



Figure 94: Produce at the Purcellville Farmers' Market



Figure 94: Old maintenance facility converted to a community maker space and technology manufacturing hub.

- The Community Development Department should continue to monitor and provide regular reports on the status of land development projects and commercial vacancies.
- Assess and pursue creative ways to monetize over \$125 million worth of Town owned assets.
- Ensure a mix of residential and business land uses to provide employment opportunities for those who live in Purcellville.
- Ensure new development occurs in a way that addresses the full, long-term costs to construct, maintain, and operate facilities and other effects (1st, 2nd, and 3rd order effects) such as the impact on taxes and traffic, use of services, facilities, infrastructure, and utilities in an efficient manner that lessens the burden on the Town, taking into consideration connectivity, environmental concerns, overall costs, and density.
- Develop and implement an Economic Development Plan that includes supporting existing businesses, growing small local businesses (particularly home-based operations consistent with zoning requirements that don't require brick-and-mortar storefronts), and increasing tourism within standards reflecting and enhancing the existing character of Purcellville.
- Partner with neighboring towns and the County to jointly market western Loudoun County as a tourist destination.
- Explore and pursue ways to capture expense reduction by joint contracting with the county or other towns.
- Pursue environmental credit opportunities for revenue generation and green space preservation.
- Careful and thoughtful land use planning and zoning to ensure the Town does not take on significant carrying cost and operation risks of any future development.
- Work with public and private entities to identify and advance green economic development opportunities such as vertical farming, carbon sequestration, wetland and nutrient mitigation credit banks and others.

"Businesses increase the vitality of the Town, not just the tax base."

Community Member
May 25, 2016

"Promote small businesses that are locally owned and integrated with the community."

Community Member
November 3, 2016

"We need to remain open to businesses that provide critical services for in-town residents and our neighboring communities."

Community Member
November 3, 2016

Introduction

The Future

Introduction

Purcellville Economic Development Future Direction

Five Year Plan 2021 - 2026

Recover Purcellville's Path to 2030 Comprehensive Plan from Before the Pandemic = 2021-2022

Implement Business and Economics Friendly Town Agenda = 2022-2023

Prepare to be a Smart(er) Town through Technology and Futureproofed Workforce = 2023-2024

Retain and Attract Businesses, Families, Residents, and Talent = 2024-2025

Maintain Low Unemployment and Above Average Income = 2025-2026

Introduction

Purcellville Economic Development Future Direction

Objectives

- promote / market Purcellville as the Gateway of Loudoun County, Virginia
- welcome more visitors on a daily, nightly, weekly, monthly, and annual basis

Goals

- grow Town revenue from Meals, Property, and Sales taxes plus overall business revenue within our context
- reduce Commercial Real Estate vacancies and foster creativity for multi-functional space usage

Strategy

- utilize attractions and events that are unique to Purcellville and sustain repeat visits
- emphasize each of Town's business geographic areas and business categories for broad public appeal

Implementation

- build team and collaboration from staff, EDAC, business community, county partners
- recruit new retail, hospitality, restaurant, and entrepreneurial businesses to Town

Introduction

Purcellville Economic Development Future Direction

Articulate

- How best can Town staff voice the value of economic development to town's economy then request support and funding?
- Should other terms be used and/or highlighted?
 - ... Business Attraction / Development / Districts / Management / Retention, Commercial Liaison, Communications, Community Development / Improvement, Industry Manager, Marketing, Public Relations, Restaurant Liaison / Specialist, Sales, Tourism ...

Organize

- How best can Town staff build a base of support within the community for the work of economic development?

Show and Tell

- Emphasize the importance of economic development through tangible examples and peer case studies

Amplify

- Spread the message and increase exposure of all the good work economic development does throughout the year

Purcellville Economic Development at a Glance

The Present

DRAFT

Visit
Enjoy
Walk
Bike
Dine
Shop
Buy
Smile
Return



Purcellville ED at a Glance – Quick Facts

- 700+ Businesses Registered with Town
- 240 Businesses in Town Directory
- 65 Members of Purcellville Business Association, est 1982
- 50 Members of Visit Loudoun est 1995
- 15 Members of Discover Purcellville, est 2017

Purcellville ED at a Glance

Recurring Collaborative Engagement

- Economic Development Advisory Committee
- Purcellville Business Association
- Discover Purcellville
- Loudoun Economic Development
- Visit Loudoun
- Loudoun Chamber of Commerce



Purcellville ED at a Glance

Neighbor Community Engagement

- Hamilton
- Round Hill
- Lincoln
- Hillsboro
- Lovettsville
- Bluemont
- Middleburg

Purcellville ED at a Glance

Casual Community Engagement

- Purcellville Police Department
- Patrick Henry College
- LoudounStay / LoudounGo



LoudounStay



Purcellville ED at a Glance

Continual Federal Engagement

- American Rescue Plan Act of 2021, COVID-19 Stimulus Packages, TBD/Infrastructure
 - 1) increased workforce presence
 - 2) restaurant development
 - 3) small business development and retention
 - 4) agro-tourism
 - 5) heritage tourism and adaptive re-use of historic buildings
- Paycheck Protection Programs, Small Business Opportunity Fund, Federal grants



Senator Kaine



Congresswoman Wexton



Senator Warner

2020-2021 Current Year

2020-2021 Accomplishments

- attracted 36 new businesses
- CARES Act - over \$900k in funds distributed to businesses and non-profits
 - \$744,632 plus \$19,745k voucher program to small businesses
 - \$230,500 to non-profits
- cell tower #2 revenue share arrangement
- implementation of the citizens Comprehensive Plan via zoning ordinance revision
- received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 13th year.
- reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible
- recognized as one of the safest towns in Virginia

2020-2021 Highlights

- marketing and promoting of all Purcellville businesses, while welcoming others
- supply reclaimed water for private users and County facilities and future construction projects
- broadband expansion for affordability and reliability
- collaboration with community Makersmith space and manufacturing hub
- economic hub of western Loudoun County
- popular weekend destination for antiquing, equestrian activities, farmer's markets, wineries, breweries, distilleries and restaurants

2020-2021 Current Year

Business Review

- Recommend using 15 Categories/Verticals

Purcellville Businesses

- 1 Automobile & Transport
- 2 Beverages
- 3 Business Services
- 4 Community
- 5 Entertainment
- 6 Events & Weddings
- 7 Food & Restaurants
- 8 Government & Education
- 9 Grocery
- 10 Home & Building Services
- 11 Medical Services
- 12 Personal Services
- 13 Pets
- 14 Professional Services
- 15 Retail

2020-2021 Current Year

Business Review

- Analyze 240+ Listed Businesses in Town Directory

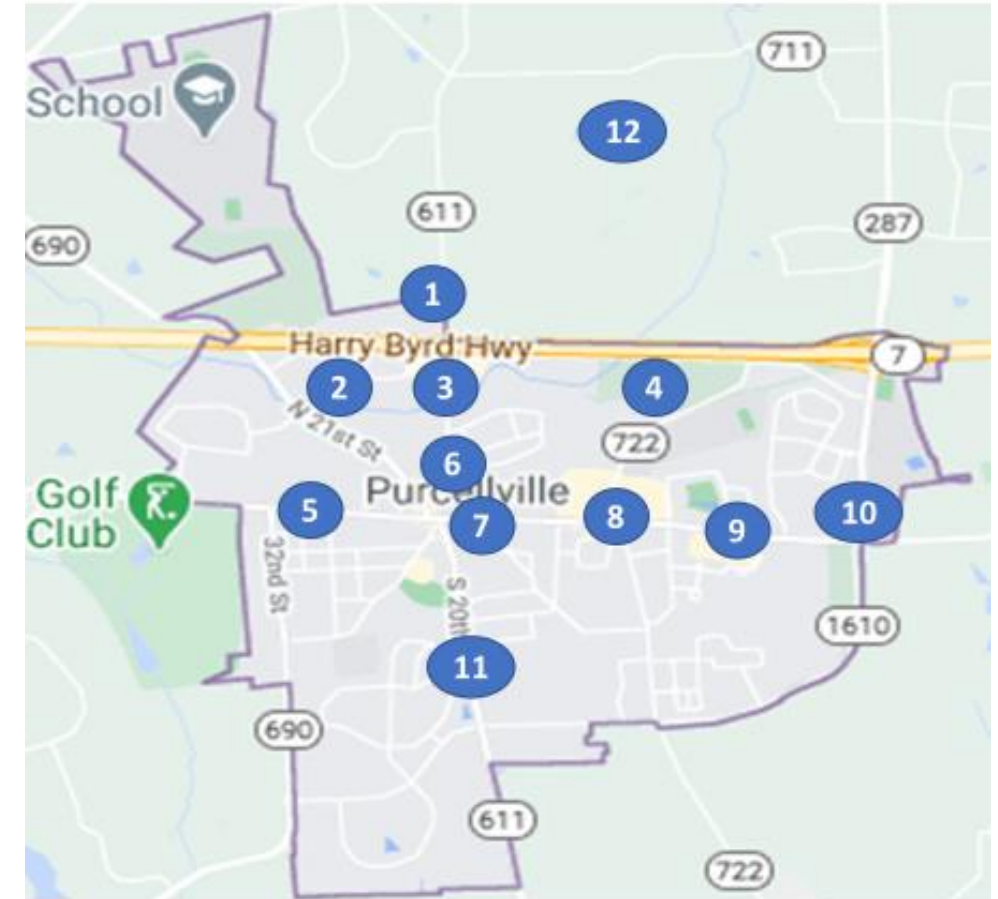
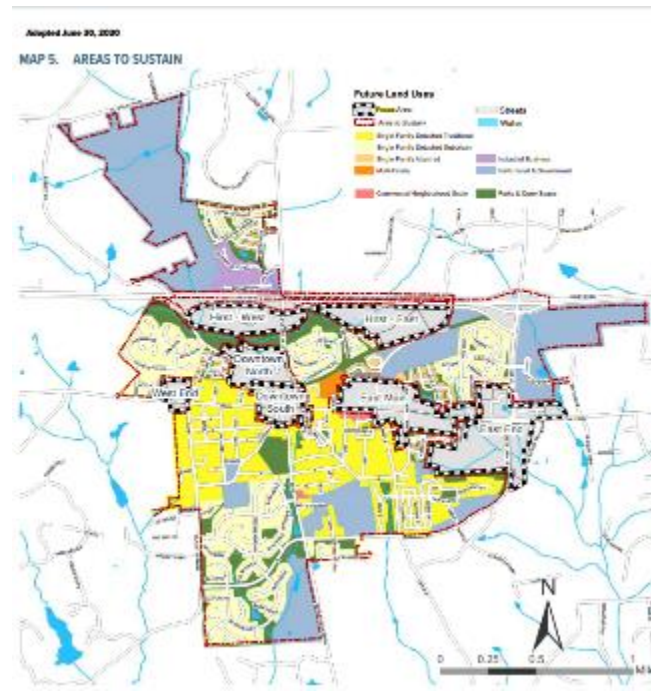
<u>PurcellvilleVA.gov (242x)</u>	<u>PurcellvilleVA.gov (242x)</u>	<u>Primary Vertical</u>	<u>Secondary Vertical</u>	<u>Tertiary Vertical</u>	<u>Local / Regional / National</u>
1	21st and Mane Hair Salon & Spa	Personal Services	Hair Salon & Spa		Local

<u>Notes</u>	<u>DETAILS</u>	<u>DESCRIPTION</u>
Visit Loudoun's Wedding & Services Section	21st and Mane Hair Salon & Spa Kim Saville 190 N. 21st Street - B Purcellville, VA 20132 View Map Phone: (540) 338-7954	Hair color, Perms, Hi-lights, Keratin treatments, Hair cuts

2020-2021 Current Year

Geographic Review

- Consider 12 ED Zones to blend with 2030 Plan Purcellville 2030 Comprehensive Plan's focus areas to sustain



Key

- | | |
|--|--|
| 1. Purcellville & Mayfair Industrial Parks | 7. Old Town Main Street & Hatcher Area |
| 2. "Browning Court" Industrial Park | 8. Maple Avenue Shopping Centers |
| 3. "Mary Chapman Trail" Office Parks | 9. Old Theatre Center Area |
| 4. Hirst Road & Catoctin Creek | 10. Purcellville Gateway & Catoctin Corner |
| 5. West End | 11. Emerick & Blue Ridge Residential Areas |
| 6. Historic Downtown | 12. "The Forks" & PO Zip Code Area |

2020-2021 Current Year

One Pagers / Cut Sheets

- include map views of county and town
- show pictures and aerials
- present each area of Town uniformly with key information
- highlight current business(es)
- list current commercial real estate vacancy(ies) / opportunity(ies)

1. Purcellville & Mayfair Industrial Parks



Details

- North of Route 7 in the Town's Loudoun Valley District and bordering the Woodgrove District to the north
- Zoning is M-1 Limited Industrial
- Minimal to no residential areas
- Approximately 15 businesses are currently open and active
- Set up for mechanical / vehicle shops, light manufacturing, storage

STATISTICS	10 Minute Drive	20 Minute Drive	30 Minute Drive
Population	17,426	82,955	325,995
Households	5,520	28,123	112,581
Median HH Income	\$140,338	\$123,623	\$128,618
White Collar Workforce	78%	76%	78%
Blue Collar Workforce	9%	12%	11%
Services Workforce	13%	13%	12%



Zone at a Glance

- Daytime Population = 4,242, Vehicle Traffic Count = 6,969

Businesses Include

- Artist Circle Photography Studio, Blue Ridge Veterinary Blood Bank, Loudoun County Roofing, Truck'n America

Commercial Real Estate

- Available Property Highlight



1) 37240 East Richardson Lane
27,000 SF Office / Warehouse Building
1.86 Acre Lot Size
Asking Price \$5,499,900