

# Implementation of “A Grand Strategy for Purcellville”

2021-2022 Economic Development Plan

June 2021

# Overview

## Implementation Plan Document

*Part I with 24 pages already presented to EDAC on Tuesday May 12, 2021*

- *sent as separate attachment*

**Part II with 14 pages present to EDAC on Tuesday June 1, 2021**

*Part III with 24-43 pages present to EDAC on Tuesday July 6, 2021*

# 2021-2022 Next Year

## Focus Points

- to “**Recover** Purcellville’s Path to 2030 Comprehensive Plan from Before the Pandemic”
  - from earlier recommended Five Year Plan 2021 - 2026

# 2021-2022 Focus Points

## 1) Improve Business Revenue / Metrics

- Encouragement
  - diversify and facilitate Restaurant Revenue to receive **Meals Tax**
  - more “Retail” Revenue to receive **Sales Tax**
  - sales / leases of Commercial Real Estate to receive **Property Tax**
    - empty buildings / lots / offices
  - utilization and monetization of town amenities & assets
  - active merchandising and eCommerce sales activity online, nationally, internationally
  - tourism visits and types i.e. heritage-tourism, art, agro-tourism
  - collaboration with surrounding towns

## 2) Attract / Select New Businesses

- goods and services gaps

# 2021-2022 Focus Points

## 3) Organize around Distinct Economic Development Areas

- Downtown, Main St Corridor, East End, West End, Catoctin Creek, ...
- As per focus areas in Plan Purcellville 2030 Comprehensive Plan and earlier recommended neighborhood zones

## 4) Establish Marketing Program, Activities, Process

- Website, Social Media ( Facebook, Instagram, LinkedIn, Twitter ), Emails
- Collateral i.e. flyers, advertisements, banners
- Calendar of Events
  - Signature, Other Annual, One-Offs, New/Launch
- Roles & Responsibilities

# 2021-2022 Focus Points

## 5) Promote Core Town Attractions

- Create Heritage Tourism Master Plan
- Town Culture & History
  - W&OD, Train Station, Tabernacle, Fireman's Field, Franklin Park, ...
- Restaurants – Monk's, Petite LouLou Crêperie + Café, Magnolia
- Experiences – Ice Cream, Catoctin Distillery,
- Retail – Hardware Store, Vintage, Antiques

## 6) Promote Town Focused Agriculture and Providers

- Farm Goods, Vineyards / Wine
- Consider a Welcome Center / Museum

# History Based Town Attractions

Historic & Heritage Locations, Places, Businesses	Nationally Registered?	Location	Date Constructed
Amos Goodin House	Yes	37738 Wright Farm Dr.	1810
Asa Moore Janney House	No	330 E Main Street	~1850
Brown-Koerner House	Yes	38340 Winsome Trail Ln.	1815
Bush Tabernacle	Yes	250 S. Nursery Ave.	1903, 1939, 1951
Case Building (Catocin Creek Distillery)	No	120 W Main St	1921
Emancipation Association Grounds Historical Marker	No	South 20th Street / Rte 611	1890
Hampton Hall (White Palace)	No	101 N 21st St	1908
Hampton Hotel Building (Nostalgia)	No	142 E Main St	1838
James Dillon House	No	261 N 21st St	1763
James Farm	Yes	15021 Mountain Rd.	1786
John Dillon Mill (Sweet Rose Bakeshop)	No	201 N 23rd St	1874
Locust Grove	Yes	200 Locust Grove Dr.	1817-1837
Loudoun Heights Clash Historical Marker	No	Loudoun Heights Lane / Rte 825	1864
Manassas Gap Railroad Historical Marker	No	Sands Rd / Rte 709	1853
Mother of the Wright Brothers Historical Marker	No	East Main Street / Rte 7	1831
Old Livery Stable (Nichols Hardware)	No	131 N 21st St	1880
Purcell House and Store (Lauten Construction)	No	133 E Main St	1790-1822
Purcellville National Bank (Valley Energy)	No	115 East Main Street	1915
Purcellville Public Library	No	220 E Main St	1937
Purcellville Train Station	Yes	200 N. 21st St.	1904
Rich Bottom Farm	Yes	16860 Hillsboro Rd.	1780-1820
Shiloh Manor Farm	No	14781 Berlin Turnpike	1790
Smith and Hirst Mill (Magnolia's at the Mill)	No	198 N 21st St	1905
St. Peter's Episcopal Church	No	37018 Glendale St	1911
Town Hall	No	221 South Nursery Avenue	1908

# Sources to Promote Town Attractions

Website/Magazine Name	Content	Link
Virginia	Tourism and travel guide	<a href="https://www.virginia.org/travelguide">https://www.virginia.org/travelguide</a>
Visit the USA: Virginia	Travel and tourism resource	<a href="https://www.visittheusa.com/state/virginia">https://www.visittheusa.com/state/virginia</a>
Virginia Living	Total resource for travel, food, etc	<a href="http://www.virginialiving.com/">http://www.virginialiving.com/</a>
Northern Virginia	Total resource for travel, food, etc	<a href="https://northernvirginiamag.com/">https://northernvirginiamag.com/</a>
Distinction VA	Resource on Virginia Culture	<a href="https://distinctionva.com/">https://distinctionva.com/</a>
Blue Ridge Country	Resource on Southern Blue Ridge	<a href="https://blueridgecountry.com/newsstand">https://blueridgecountry.com/newsstand</a>
Virginia Town and City	Government based resource on local history	<a href="https://www.vml.org/publications/town-and-city/">https://www.vml.org/publications/town-and-city/</a>
Old Town Crier	Virginia arts, culture, and news resource	<a href="https://oldtowncrier.com/">https://oldtowncrier.com/</a>
Loudoun County Magazine	Loudoun based total culture resource	<a href="https://loudouncountymagazine.com/">https://loudouncountymagazine.com/</a>
PoshSeven	Local Magazine for Women, including lifestyle	<a href="https://www.poshseven.com/">https://www.poshseven.com/</a>
Wander	Magazine guide to Loudoun County	<a href="https://www.wanderloudoun.com/magazine">https://www.wanderloudoun.com/magazine</a>



# 2021-2022 Next Year

Calendar of Events

# 2021-2022 Calendar TBD : Signature Events

- February 29, Loudoun Grown Expo
- April 27, Purcellville Music and Arts Festival
- July 4, Independence Day Parade
- July 13, Purcellville Wine & Food Festival
- October 11, Hail to the Trail Green Expo
- December 4 / 12 / 1, Christmas Tree Lighting / Parade / Market / Tours

# 2021-2022 Calendar TBD : Other Annuals

- Monthly/Last Sunday, Nature Walk
- January 31, April/Arbor Day Wonder of Trees Poster Contest
- March - April, Townwide Clean up
- May/Memorial Day, Ceremony
- August 15, October 4 Purcellville Rocks Scavenger Hunt
- September 11, 9/11 Remembrance Day
- September/October, Outdoor Movies
- September/October, Fall Festivities
- October 10, Tag Sale
- October/Columbus Day, 5K Run
- October/Halloween, Block Party

# 2022+ Calendar TBD : Consideration

## Brainstormed or Suggested by Businesses & Residents

- Bush Tabernacle / Dillon's Woods / Fireman's Field ( of Dreams ) Day
- Cultural Days / Festivals
  - Native American ( Dances, Songs ), European Nations ( German ... ), Latin Nations ( Mexican ... )
- Equestrian Day
- Painted Art Auction Day – Barrels, Benches, Loveseats, Murals
- Pine Box Derby in “Locust Grove”
  - Racing / Showcase Days = People, Kids, Bikes/Tricycle, Vehicles, Motorcycles, other
    - Purcellville Grand Prix
- Purcellville Cars & Coffee / Auto Show / Farm Equipment Show Parade
- Sports Day
- Suzanne R. Kane Nature Preserve Day
- Tag Sale Day = Occurs
- Town of Purcellville Day = Heritage Day in May?
- Town Wide Cleanup = Occurs
- Train Station Day, March/May?
- W&OD Trail Day

# Action Items

Initial Recommendations ASAP

# Need Info to Analyze for Making Decisions

## Potential Purcellville Economic Development Dashboards / Data

- Residents
- Commercial
- Tourism
- Real Estate
- Town Finance
- Technology
- Others : Quality of Life, Traffic, Walkability

Economic Dashboard 1 : Residents

Detail	2020	2019	+/-
Population #			
Unemployment %			
Median Income \$			
Business Owners #			
Advanced Degrees #			
Highlights :			
Key Information :			

Economic Dashboard 2 : Commercial

Detail	2020	2019	+/-
Businesses #			
New Businesses #			
Business Expansions #			
Jobs / Employees #			
New Jobs Created #			
Highlights :			
Key Information :			

# Business & Residents Speak Like Past Surveys

## **Gather Economic Development Ideas / Requests from Businesses & Residents**

- consider blocking off roads in downtown for events
- replace former Taco Bell location with QSR Burger/Five Guys, Panera Bread, other
- progress on empty buildings and certain “blights”

# Flashpoints to Foster Discussion & Change

## **List Purcellville Economic Development Challenges and Opportunities**

- forecasted high utility bills ( water & sewer )
- potential change for revenue including meals tax and Town asset utilization
- transparency and collaboration on open commercial real estate locations
- use of signage to welcome to Town and participation in Town business promotion