



TOWN OF OCCOQUAN
Circa 1734 • Chartered 1804 • Incorporated 1874

314 Mill Street
PO BOX 195
Occoquan, VA 22125
(703) 491-1918
www.OccoquanVA.gov
info@occoquanva.gov

Occoquan Town Council
Work Session Meeting
January 16, 2018 | 7:00 p.m.

- 1. Call to Order**
- 2. Regular Items**
 - a. Treasurer's Report - FY 2018 1st Quarter Report
 - b. FY 2019 Budget Work Session
 - c. Stormwater Management Program
 - d. VFW Military Veteran Tribute Banner Program
 - e. Arts and Crafts Show - Sponsorship Program/Service Vendors
- 3. Adjournment**



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

2. Work Session Regular Agenda	Meeting Date: January 16, 2018
2 A: FY 2018 1st Quarter Report	

Explanation and Summary:

The first quarter financial report (July-September) of Fiscal Year (FY) 2018 will be presented.

Attachments: (1) FY 2018 1st Quarter Financial Report

TOWN OF OCCOQUAN

FINANCIAL REPORT

AS OF 9/30/2017

	<i>Draft</i> As of 6/30/17	<i>Unaudited YTD</i> Income/(Loss) FY18	<i>Draft</i> As of 9/30/17
30000 · Restricted-Mamie Davis Fund	100,000	-	100,000
30010 · Operating Reserve	200,000	-	200,000
30020 · Unrestricted Retained Earnings	5,953	(34,388)	(28,435)
30030 · Temp. Restricted - CS	277,065	63,682	340,747
30040 · Temporarily Restricted - CIP	121,878	(25,720)	96,158
30050 · Temporarily Restricted - MDP	6,218	(3,049)	3,169
30060 · Temp. Restricted - PS Grant	23,424	-	23,424
30070 · Temporarily Restricted - PEG	491	-	491
	<u>735,029</u>	<u>525</u>	<u>735,554</u>

TOWN OF OCCOQUAN
Balance Sheet Previous Year Comparison
As of September 30, 2017

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
10001 · Petty Cash	100	340	(240)	-71%
10020 · Operating Account - Payroll	1,410	5,490	(4,080)	-74%
10021 · Operating Account	58,857	101,432	(42,575)	-42%
10030 · Craft Show - Checking	142,746	18,692	124,054	664%
10031 · Craft Show - MM/CD	200,000	200,000	-	0%
10032 · Craft Show - MM	154,664	208,349	(53,685)	-26%
10033 · Craft Show - Paypal	75	150	(75)	-50%
10034 · Craft Show - Investment Pool	101,813	101,463	350	0%
10080 · Mamie Davis - Checking	4,633	4,034	599	15%
10081 · Mamie Davis - MM/CD	100,000	100,000	-	0%
10090 · Bricks Account	-	5,614	(5,614)	-100%
10092 · Bricks MM	6,910	-	6,910	100%
Total Checking/Savings	771,206	745,564	25,642	3%
Accounts Receivable				
10180 · Accounts Receivable	32,599	122,009	(89,410)	-73%
10190 · Real Estate Receivable	12,023	1,553	10,470	674%
10200 · Sales Tax Receivable	2,126	2,024	102	5%
10210 · Health Insurance Receivable	884	-	884	100%
10240 · Craft Show Receivable	9,947	(875)	10,822	1,237%
10250 · Engineering Receivable	2,491	1,858	633	34%
10260 · Building Official Receivable	1,763	205	1,558	760%
10270 · BPOL Receivable	223	103	120	117%
Total Accounts Receivable	62,054	126,877	(64,823)	-51%
Other Current Assets				
10290 · Inventory	1,737	1,746	(9)	-0%
10300 · Roof Permit Receivable	2,435	-	2,435	100%
11000 · Prepaid Expenses	5,761	12,390	(6,629)	-54%
12000 · Property Deposit	786	-	786	100%
14990 · Undeposited Funds	(2,644)	1,240	(3,884)	-313%
Total Other Current Assets	8,074	15,376	(7,302)	-47%
Total Current Assets	841,335	887,817	(46,482)	-5%
TOTAL ASSETS	841,335	887,817	(46,482)	-5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Total Accounts Payable	172,996	118,414	54,582	46%
Total Credit Cards	3,025	4,418	(1,393)	-32%
Other Current Liabilities				
20930 · Security Deposit	-	1,500	(1,500)	-100%

TOWN OF OCCOQUAN
Balance Sheet Previous Year Comparison
As of September 30, 2017

20935 · Performance Bond	9,988	4,126	5,862	142%
20940 · Unearned Craft Show Revenue	8,500	6,500	2,000	31%
20960 · Unearned Other Revenue				
20962 · Auto Decals	2,452	44	2,408	5,473%
20970 · Rental	500	700	(200)	-29%
20971 · Unearned Building Official	2,915	7,365	(4,450)	-60%
20960 · Unearned Other Revenue - Other	200	-	200	100%
Total 20960 · Unearned Other Revenue	6,067	8,109	(2,042)	-25%
20980 · Unearned R.E. Tax	-	127	(127)	-100%
21200 · Payroll Liabilities	9,399	5,212	4,187	80%
Total Other Current Liabilities	33,954	25,574	8,380	33%
Total Current Liabilities	209,975	148,406	61,569	41%
Total Liabilities	209,975	148,406	61,569	41%
Equity				
30000 · Restricted-Mamie Davis Fund	100,000	100,000	-	0%
30010 · Operating Reserve	200,000	200,000	-	0%
30020 · Unrestricted Retained Earnings	(176,694)	(95,993)	(80,701)	-84%
30030 · Temp. Restricted - CS	143,223	143,223	-	0%
30040 · Temporarily Restricted - CIP	337,000	337,000	-	0%
30050 · Temporarily Restricted - MDP	3,673	3,673	-	0%
30060 · Temp. Restricted - PS Grant	23,424	23,424	-	0%
30070 · Temporarily Restricted - PEG	209	209	-	0%
Net Income	525	27,873	(27,348)	-98%
Total Equity	631,360	739,409	(108,049)	-15%
TOTAL LIABILITIES & EQUITY	841,335	887,815	(46,480)	-5%

TOWN OF OCCOQUAN
Profit Loss vs. Budget
July 2017 through September 2017

	Jul - Sep 17	Budget	\$ Over Budget	% Over Budget
Ordinary Income/Expense				
Income				
40000 · TAXES				
40010 · Real Estate	963	-	963	100%
40020 · Meals Tax	62,440	55,653	6,787	12%
40030 · Sales Tax	6,558	6,375	183	3%
40040 · Utility Tax	7,571	8,125	(554)	-7%
40050 · Communications Tax	14,302	11,000	3,302	30%
40060 · Transient Lodging Tax	575	-	575	100%
Total 40000 · TAXES	92,410	81,153	11,257	14%
41000 · FEES/LICENSES				
41010 · Auto Decals	121	-	121	100%
41020 · Business Licenses	9,310	-	9,310	100%
41030 · Late Fees	1,758	625	1,133	181%
41040 · Fines - Public Safety	12,580	6,000	6,580	110%
41050 · Architectural Review Board Fees	30	13	17	131%
41060 · Precious Metal License	-	200	(200)	-100%
41070 · ATM Fees	980	750	230	31%
41080 · Dock Fees	287	875	(588)	-67%
41090 · Engineering Fees	-	-	-	0%
41100 · Administrative Fees	775	500	275	55%
41110 · Services Revenue- Bldg Official	11,665	5,000	6,665	133%
41120 · Service Revenue - Engineering	5,398	500	4,898	980%
41130 · Service Revenue - Legal	1,215	-	1,215	100%
41140 · Services Revenue - Landscaping	90	-	90	100%
Total 41000 · FEES/LICENSES	44,209	14,463	29,746	206%
42000 · GRANTS				
42010 · Litter Grant	-	1,050	(1,050)	-100%
42020 · Public Safety (HB 599)	5,496	5,496	-	0%
42060 · (VML)	-	500	(500)	-100%
Total 42000 · GRANTS	5,496	7,046	(1,550)	-22%
43000 · RENTALS				
43010 · Town Hall	-	125	(125)	-100%
43020 · River Mill Park	-	500	(500)	-100%
Total 43000 · RENTALS	-	625	(625)	-100%
44000 · OTHER				
44010 · General Fund Interest	14	30	(16)	-52%
44020 · Craft Show Interest	-	750	(750)	-100%
44030 · Mamie Davis Park Interest	-	150	(150)	-100%
44040 · Bricks Revenue	100	1,000	(900)	-90%
44050 · General Fund - Sponsorships	1,985	1,250	735	59%
44060 · Other	25	125	(100)	-80%
Total 44000 · OTHER	2,125	3,305	(1,180)	-36%
Total Income	144,238	106,592	37,646	35%

TOWN OF OCCOQUAN
Profit Loss vs. Budget
July 2017 through September 2017

Expense				
60000 · PERSONNEL SERVICES	81,790	96,128	(14,338)	-15%
60400 · PROFESSIONAL SERVICES				
60410 · Building Official Services				
60415 · Services Expense-Bldg Official	4,275	6,250	(1,975)	-32%
60410 · Building Official Services - Other	380	-	380	100%
Total 60410 · Building Official Services	4,655	6,250	(1,595)	-26%
60420 · Consulting	-			
60430 · Zoning and Engineering Services				
60435 · Services Expense - Engineering	2,444	12,500	(10,056)	-80%
60430 · Zoning and Engineering Services - Other	5,127	-	5,127	100%
Total 60430 · Zoning and Engineering Services	7,570	12,500	(4,930)	-39%
Total 60440 · Legal Services	17,286	12,500	4,786	38%
60450 · Audit Services	-	2,625	(2,625)	-100%
60460 · Payroll Processing	360	150	210	140%
60470 · Bank Charges	98	25	73	291%
Total 60400 · PROFESSIONAL SERVICES	29,970	34,050	(4,080)	-12%
Total 60800 · INFORMATION TECHNOLOGY SERVICES	2,106	1,729	377	22%
Total 61200 · MATERIALS AND SUPPLIES	1,754	3,550	(1,796)	-51%
Total 61600 · OPERATIONAL SERVICES	1,300	2,138	(838)	-39%
Total 62000 · CONTRACTS	16,437	30,125	(13,688)	-45%
Total 62400 · INSURANCE	5,465	3,930	1,535	39%
Total 62800 · PUBLIC INFORMATION	1,480	812	668	82%
Total 63200 · ADVERTISING	3,819	7,500	(3,681)	-49%
Total 63600 · TRAINING AND TRAVEL	3,942	3,775	167	4%
Total 64000 · VEHICLES AND EQUIPMENT	1,864	3,338	(1,474)	-44%
Total 64400 · SEASONAL	-	1,125	(1,125)	-100%
Total 64800 · TOWN HALL	3,817	2,567	1,250	49%
Total 65200 · MILL HOUSE MUSEUM	6,075	1,685	4,390	261%
Total 65600 · VISITORS CENTER	45	125	(80)	-64%
Total 66000 · MAINTENANCE YARD (Commerce)	954	560	394	70%
Total 66400 · MILL STREET STORAGE FACILITY	33	63	(30)	-48%
Total 66800 · RIVER MILL PARK & FACILITY	7,112	5,923	1,189	20%
Total 67200 · MAMIE DAVIS PARK	1,525	1,325	200	15%
Total 67600 · TANYARD HILL ROAD PARK	-	200	(200)	-100%
Total 68000 · FURNACE BRANCH PARK	-	125	(125)	-100%
Total 68400 · STREETS AND SIDEWALKS	-	350	(350)	-100%
Total 68800 · HISTORIC DISTRICT	5,912	2,603	3,309	127%
Total 69200 · SPECIAL EVENTS	3,211	2,750	461	17%
Total 69600 · PUBLIC DOCK	15	-	-	0%
Total Expense	178,626	206,476	(27,850)	-13%
General Fund Net Income	(34,388)	(206,476)	172,088	-83%

TOWN OF OCCOQUAN
Profit Loss vs. Budget
July 2017 through September 2017

CRAFT SHOW FUND	Jul - Sep 17	Budget	\$ Over Budget	% Over Budget
Income	112,451	103,946	8,505	8%
Expense	48,770	27,030	21,740	80%
Total Net Income	63,682	76,916	(13,234)	-17%

MAMIE DAVIS PARK FI	Jul - Sep 17	Budget	\$ Over Budget	% Over Budget
Income	951	1,025	(74)	-7%
Expense	4,000	500	3,500	700%
Total Net Income	(3,049)	525	(3,574)	-681%

PEG FUND	Jul - Sep 17	Budget	\$ Over Budget	% Over Budget
Income	-	-	-	0%
Expense	-	-	-	0%
Total Net Inc	-	-	-	0%

CIP FUND	Jul - Sep 17	Budget	\$ Over Budget	% Over Budget
70003 · Street Maintenance & Curb Striping	6,216	5,750	466	8%
70005 · Building Maintenance	-	625	(625)	-100%
70006 · Stormwater Management	-	1,250	(1,250)	-100%
70008 · Trash/Recycling Containers	-	2,750	(2,750)	-100%
70009 · Town Hall Renovations	-	3,750	(3,750)	-100%
70010 · Annex Property Imrov	-	-	-	0%
70012 · Gas Light Replacement	-	2,500	(2,500)	-100%
70014 · Parking/Traffic Study	215	-	215	100%
70017 · Community Planning Project	-	6,250	(6,250)	-100%
70019 · Jennings Property	132	-	132	100%
72001 · Tanyard Hill	-	625	(625)	-100%
72003 · River Park Project	-	1,250	(1,250)	-100%
72004 · Canoe/Kayak Ramp	900	35,000	(34,100)	-97%
72006 · Riverwalk Boardwalk/Town Dock	-	2,500	(2,500)	-100%
74002 · In-Vehicle Laptop Replacement	-	625	(625)	-100%
74003 · Body Armor	1,777	4,000	(2,223)	-56%
76001 · Computer Upgrades	-	2,500	(2,500)	-100%
76006 · Document Management System	-	1,250	(1,250)	-100%
78002 · Town Code Recodification	1,378	2,500	(1,122)	-45%
78005 · Office Equipment Replacement	-	1,500	(1,500)	-100%
78006 · Zoning & Subdivision Update	15,102	-	15,102	100%
Total CIP - 70000 EXPENSE	25,720	74,625	(48,905)	-66%

Total Net Income/Loss (All Funds)	525	(176,130)	229,424	-130%
--	------------	------------------	----------------	--------------



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
 Agenda Communication

2. Work Session Regular Agenda	Meeting Date: January 16, 2018
2 B: FY 2019 Budget Work Session	

Explanation and Summary:

This is the first of three scheduled work sessions to discuss the proposed Fiscal Year 2019 Budget and Capital Improvement Plan. The proposed budget will be published by March 23, 2018, and a public hearing on the budget will be held on April 3, 2018, and a public hearing on the proposed tax rates will be on April 24, 2018. The budget and tax rates are scheduled for adoption during the May 1, 2018 meeting.

BUDGET SCHEDULE

Town Council Budget Work Session	Tuesday, January 16, 2018	7:00 p.m.
Town Council Budget Work Session	Tuesday, February 20, 2018	7:00 p.m.
Town Council Budget Work Session (if needed)	Tuesday, March 6, 2018	After Regular Meeting
Proposed FY19 Budget Submitted to Council, Available to Public	Friday, March 23, 2018	COB
Public Hearing: Proposed FY19 Budget	Tuesday, April 3, 2018	7:00 p.m.
Public Hearing: Proposed FY19 Tax Rates	Tuesday, April 24, 2018	7:00 p.m.
Adoption of FY19 Tax Rates and Budget	Wednesday, May 1, 2018	7:00 p.m.

Attachments: (1) FY 2019 Proposed Budget Presentation #1

FY 2019 Proposed Budget TOWN COUNCIL WORK SESSION



TOWN OF OCCOQUAN
JANUARY 16, 2018

FY 2019 BUDGET SCHEDULE

- ✓ November 21, 2017 - Priorities Discussion
- ❑ January 16, 2018 - Budget Work Session #1
- ❑ February 20, 2018 - Budget Work Session #2
- ❑ March 6, 2018 - Budget Work Session #3 (if needed)
- ❑ April 3, 2018 - Public Hearing on Proposed Budget
- ❑ April 24, 2018 - Public Hearing on Proposed Tax Rates
- ❑ May 1, 2018 - Adoption of FY2019 Tax Rates and Budget
- ❑ July 27, 2018 - Submission of Budget to GFOA



*Distinguished
Budget
PRESENTATION
Award*



TOWN COUNCIL PRIORITIES - 2018 UPDATE

Town Council identified six goals during the FY 2016 budget process and amended the goals during the November 2018 work session. *(Listed in ABC order.)*

- Community Development and Programming
- Historic Preservation and Town Appearance
- Parking Management
- Pedestrian Safety and Access
- Public Safety
- Riverwalk and Usages
- Stormwater Management



COUNCIL PRIORITY: COMMUNITY DEVELOPMENT AND PROGRAMMING

YEAR 1 - 3, Activities

- Completed River Mill Park and implemented summer concert series, Halloween kids event
- Participated in WinterFest, tree lighting ceremony, town blessing
- Established Business and Community E-Newsletters
- Held semi-annual arts and crafts shows
- Initiated Town/Business Quarterly meetings to encourage collaboration and promotion of the business community
- Designated Best Tourist Destination and Best Community Event in PWC, 2015 - 2017

YEAR 4, FY 2019 Initiatives

- Continue to hold quarterly business meetings with the business community and develop communications/marketing plan
- Work with PWC Tourism on promoting Occoquan business district; support Visitor Center operations
- Continue to meet with HOAs on an annual basis
- Contract and build ADA Kayak and Canoe ramp
- Hold and improve on semi-annual arts and crafts shows; evaluate program
- Expand concert series with movies, additional programming at River Mill Park



COUNCIL PRIORITY: HISTORIC PRESERVATION AND TOWN APPEARANCE

YEAR 1 - 3, Activities

- Installed updated LOVE sign at River Mill Park and included on Virginia Tourism's LOVE map
- Replaced Town Hall Roof, completed office renovations and exterior paint
- Installed Phase I of refuse container replacement project (*pending*)
- Landscaping contract included year-round services including tree maintenance and leaf removal
- Mamie Davis Park and boardwalk, River Mill Park and Rt 123 bridge parking lot part of KPWB Adopt-A-Spot program
- Partnered with Eagle Scouts to repair town boardwalk, install a garden and trash enclosure at Town Hall, sign and benches at River Mill park, benches and pads at Town Hall and bench pad replacement at Mamie Davis Park
- Replaced old/damaged signage throughout town
- Performed annual maintenance on public gaslights

YEAR 4, FY 2019 Initiatives

- Work with Prince William County to enforce property maintenance code and continue to enforce zoning regulations related to property appearance and refuse storage and enforce illegal sign removal in right-of-ways
- Continue to research Town's participation as a Main Street Community; application in 2019
- Historic District refuse container replacement, Phase II
- Continue to partner with Eagle Scouts on community projects
- Continue to participate in town-wide cleanup events throughout the year
- Designated as Tree City USA by Arbor Day Foundation



COUNCIL PRIORITY: PARKING MANAGEMENT

YEAR 1 - 3, Activities

- Conducted parking and traffic study
- Investigated additional parking opportunities under Route 123 bridge
- Restriped parking lines throughout town, defined parking areas on Mill and Union Streets
- Repaved and striped public parking at the corner of Washington/Commerce Streets (*pending*)

YEAR 4, FY 2019 Initiatives

- Work with property owners to increase parking opportunities and knowledge of availability of parking
- Investigate street widening opportunities on Commerce Street



COUNCIL PRIORITY: PEDESTRIAN SAFETY

YEAR 1 – 3, Activities

- Applied for VDOT grant to upgrade intersections at Ellicott/Mill and Washington/Mill; FY19 funding pending
- Public Safety implemented stop sign enforcement program; increased enforcement
- Completed Comprehensive Plan Update to include transportation map
- Completed installation of Washington Street sidewalk project
- Repaired significant sidewalk issues on Mill and Union Streets; repaired Mamie Davis Park brickwork after vehicular accident
- Re-painted yellow curbing in 2015, 2018 (*pending*)
- Conducted two speed studies on Washington Street with PWC; resulted in installation of secondary crosswalk on Washington Street

YEAR 4, FY 2019 Initiatives

- Coordinate with VDOT regarding cut-through traffic patterns
- Coordinate with Prince William County as stakeholder on County's Old Bridge intersection safety study
- If awarded grant, install ADA ramp upgrades at identified intersections on Mill Street
- Develop Community Plan to include pedestrian and vehicle circuits, street scape improvements, parking adjustments (FY2020)
- Continue to repair current brick sidewalks
- Implement pedestrian safety program



COUNCIL PRIORITY: PUBLIC SAFETY

YEAR 1 – 3, Activities

- Updated General Orders
- Successfully transitioned between retiring Chief of Police and Interim Chief of Police during hiring process for permanent replacement
- Increased patrol hours and enforcement actions in support of departmental goals set by the Town Council in 2016: (1) protection of private property, (2) improvement of pedestrian safety, (3) increased patrol hours including nights and weekends, (4) prioritize community meetings outside of town, (5) update department policies.
- Performed an assessment of the police department to identify community and departmental needs
- Expanded Auxiliary officer program to support public safety operations

YEAR 4, FY 2019 Initiatives

- Implement 'calls for service' policing structure as part of FY2019 budget
- Continue to perform enforcement activities in support of goals set by the Town Council in 2016
- Increase auxiliary program for use during special events and to decrease cost of arts and crafts show public safety
- Apply for DMV grant for "Aggressive Driving and Speeding" and "Pedestrian and Bicycle Safety" grants



COUNCIL PRIORITY: RIVERWALK AND USAGE

YEAR 1 - 3, Activities

- Installed lighting plan along public boardwalk section (*pending*)
- Opened boardwalk section behind Gaslight Landing project to the public
- Major repairs to boardwalk through Comcast Cares Day and Eagle Scout project
- Implemented revised dock usage fees

YEAR 4, FY 2019 Initiatives

- Identify CIP plan to update docking configuration, electric and water connections
- Install camera system
- Continue to work with property owners to encourage easement allowance to build the continuation of the boardwalk to River Mill Park
- Onboard Dock Master position during peak season to monitor dock usage, collect fees and make minor repairs



COUNCIL PRIORITY: STORMWATER MANAGEMENT

YEAR 1 - 3, Activities

- VDOT replaced drainage barrier on Ballywhack Creek on Union Street
- PWC completed repairs to Pond 28 BMP in August 2016
- Town Manager participated in Certified Floodplain Manager training program, CFM (January 2016)

YEAR 4 - FY 2019 Initiatives

- Map current BMPs and Stormwater management facilities
- Track maintenance of all BMPs within the Town
- Identify cost required to buy-in to PWC's Stormwater management program



OTHER FY 2018 ACCOMPLISHMENTS

- Began document management process, conversion to electronic documents
- Completed update to zoning and subdivision ordinances
- Completed recodification of the Town Code and online management of Code (*pending*)
- Replaced aging Town Hall sound system
- Completed staff reorganization
- Received GFOA Distinguished Budget Award for FY2018 Approved Budget Document (3rd consecutive year)



OCCOQUAN COMMUNITY — QUICK FACTS

TOWN OF OCCOQUAN

Population: 1,061*
 Median Age: 42 Years^
 Median Household Income: \$82,396
 Median Home Value: \$320,900
 Total Housing: 519 units^
 High School Graduate or Higher: 98.8%
 Bachelors or Higher: 55.1%

PRINCE WILLIAM COUNTY

Population: 455,210*
 Median Age: 34.4 Years^
 Median Household Income: \$98,514
 Median Home Value: \$323,400
 Total Housing Units: 144,314^
 High School Graduate or Higher: 89.6%
 Bachelors or Higher: 38.1%

**American Fact Finder, 2016 Population Estimate
 ^2012-2016 American Community Survey, 5-Year Estimates
 2010-2014 American Community Survey, 5-Year Estimates*

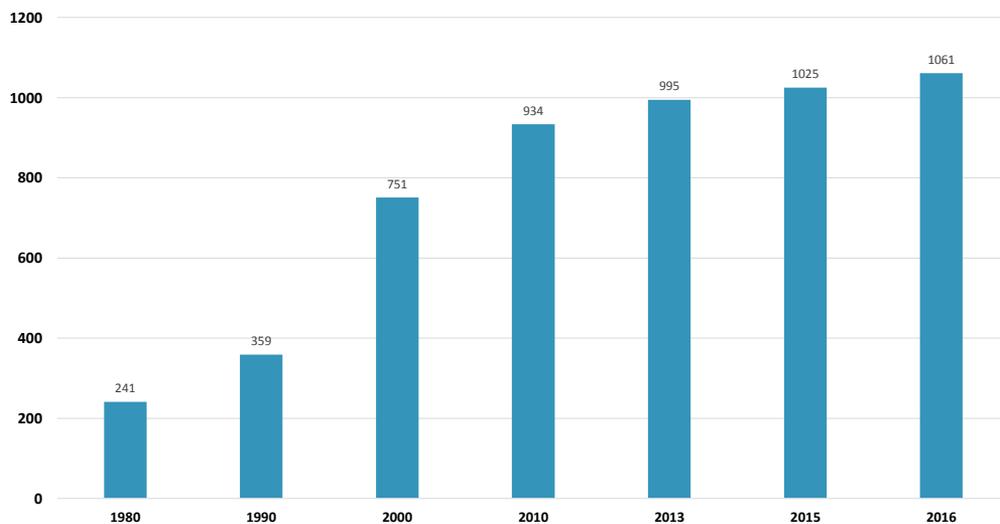


TOWN SERVICES AND PROGRAMS

- Trash and Recycling Collection
- Infrastructure Maintenance: Town Streets, Brick Sidewalks, Public Parking Lots
- Public Building Maintenance and Improvements
- Parks Maintenance and Improvements
- Recreation Programming: Parks, Community Events, Annual Arts and Crafts Shows
- Historic District Maintenance: Gas Lights, Public Refuse Receptacles, Street Sweeping, Street Tree Maintenance, Parks
- Zoning and Engineering Services
- Public Safety Services
- Stormwater Management



TOWN OF OCCOQUAN HISTORICAL POPULATION DATA



REVENUES

- Meals Tax
- Sales Tax
- Real Estate Tax
- Vehicle License Fee
- Business License Fee
- Other (public safety, professional services)



FY 2019 ANTICIPATED IMPACTS

- Staffing
 - Impacts to Police Department staffing structure
 - Includes staffing proposal to implement 'calls for service' staffing coverage
- Vehicle License Fee *(FY19 or FY20 Impact)*
 - Coordination with PWC to collect and remit vehicle license fees to the town
 - Discontinuation of vehicle decal program
 - Adjustment of rates to match PWC
 - Minimal impact on expected revenues
- Stormwater Management
 - Maintenance of system – PWC or Town?



FY 2019 PROPOSED BUDGET GUIDANCE

- Maintain current tax rate of \$0.12 per \$100 of assessed value
- Maintain current meals tax rate of 3%
- Maintain current transient occupancy tax rate of 2%
- Maintain current Business Licensing Rates
- Update Vehicle License Fee rates in line with County



PROPOSED FY 2019 BUDGET REVENUE DEVELOPMENT PHILOSOPHY

- Historical Data
- Conservative Approach
- Expected Impacts to Revenue Environment



General Fund

REVENUES

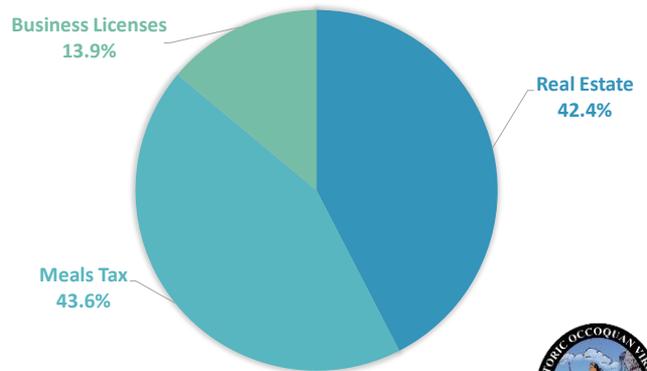


GENERAL FUND REVENUES

Preliminary FY 2019 Proposed Revenue Figures

Major Revenue Categories

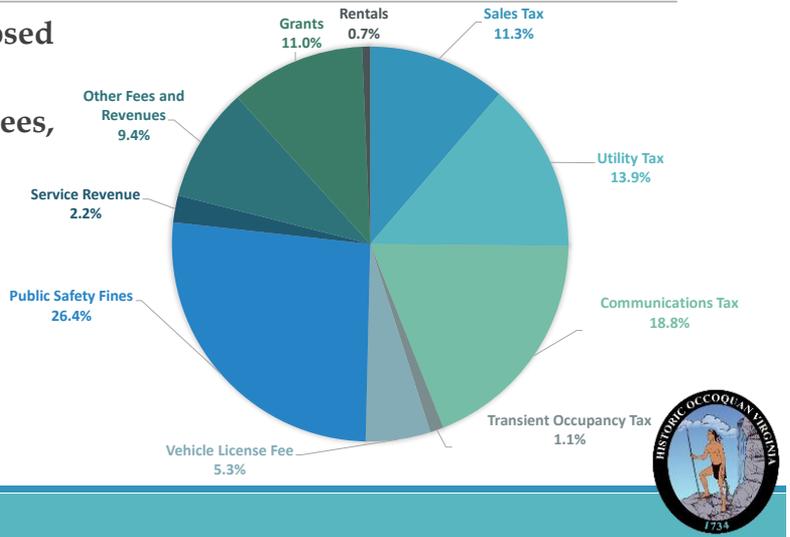
- Real Estate Tax
- Meals Tax
- Business Licenses



GENERAL FUND REVENUES

Preliminary FY 2019 Proposed Revenue Figures

Other Revenues – Taxes, Fees, Grants, Interest, Other



REAL ESTATE TAXES

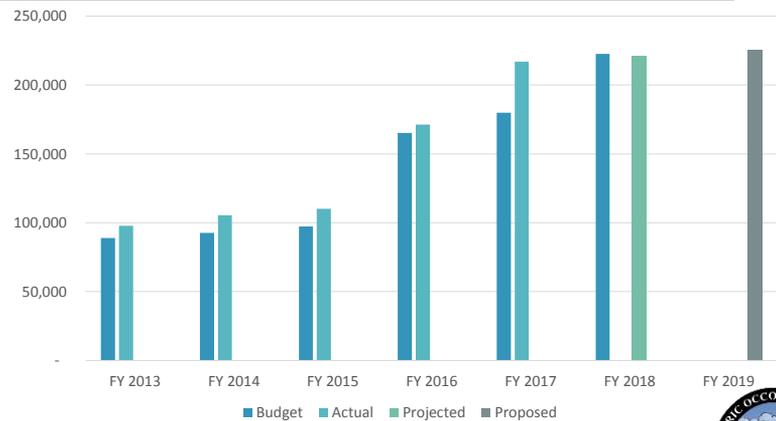
- Have not received assessment estimates from Prince William County
- Proposed budget revenues currently based on current year projected
- Estimates expected in mid-February
- Proposed Budget developed based on maintaining \$0.12 RE tax rate

FY 2018 Adopted Budget	FY 2018 Projected	FY 2019 Preliminary Estimate
\$218,360	\$218,377	\$219,437



MEALS TAX

- Maintain 3% Rate
- Projected revenue considers assumed changes in restaurant stock



BUSINESS LICENSES

- Healthy business community, low vacancy rate; recent turn-over in business spaces
- Upcoming development of large parcel – assumed impact by FY 2020
- Rates are comparable to County rates
- Impacts to revenue –increased promotion of business community, marketing efforts, community activities and events
- Performing annual BPOL audits to ensure compliance and accuracy



SERVICE FEES

- Development fee schedule regulates service fees
- No longer providing building official service; no fees collected for the remainder of FY 2018
- Engineering and Zoning not cost neutral – town costs associated with engineering and zoning requirements and activities
- Improve service revenues through adjustment to fee schedule; revised January 2018
- Reduction in service revenues for FY 2019 due to completion of River Mill Park project



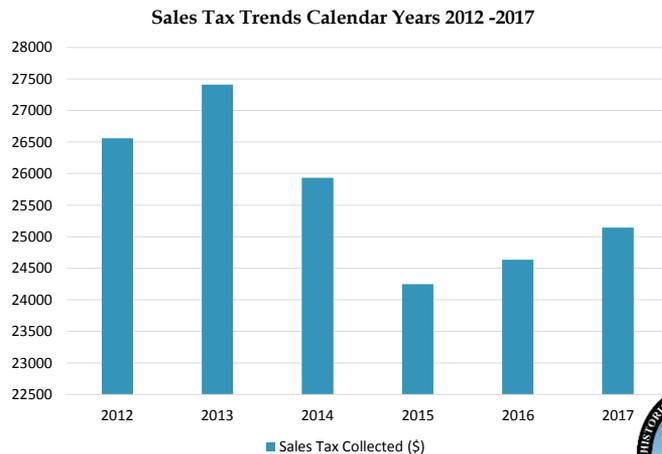
UTILITY AND COMMUNICATIONS TAXES

- Communications and Utility Tax trending downward
- Communications Tax estimate for FY19 = \$42,827, 2.7% decrease from FY18 Budget
 - FY19 estimate developed from average of four years actuals with 5% reduction
- Utility Tax estimate for FY19 = \$31,528, 3% decrease from FY18 Budget
 - FY19 estimate developed from average of three years of actuals



SALES TAX

- Sales Tax is distributed to localities based on percentage of school aged children, not a reflection on sales trends within community
- FY 2018 Budget: \$25,500
FY 2019 Estimate: \$25,618 (0.5% increase)



TRANSIENT OCCUPANCY TAX

- Not previously budgeted; began collecting tax in FY 2017
- Includes estimated revenue from eight homestay properties currently operating within the town
- Estimated FY18 revenue: \$2,640; Proposed FY19 revenue: \$2,500
- Based on maintaining current rate of 2%



GENERAL FUND TAX REVENUES SUMMARY - PRELIMINARY

Revenue Category	FY 2018 Budget	FY 2018 Projected*	FY 2019 Proposed	Percent Change to FY 2018 Budget
Real Estate	\$218,360	\$218,377	\$219,437	0.5%
Meals Tax	\$222,650	\$220,912	\$225,647	1.3%
Sales Tax	\$25,500	\$26,234	\$25,618	0.5%
Utility Tax	\$32,500	\$30,286	\$31,528	(3.0%)
Communications Tax	\$44,000	\$43,805	\$42,827	(2.7%)
Transient Occupancy Tax	\$0	\$2,640	\$2,500	
Total	\$543,010	\$542,254	\$547,557	0.8%

*As of September 30, 2017



GENERAL FUND OTHER REVENUES SUMMARY - PRELIMINARY

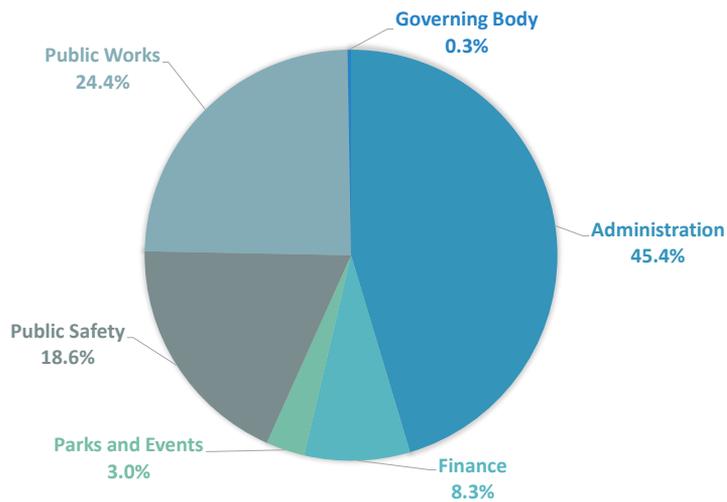
Revenue Category	FY 2018 Budget	FY 2018 Projected*	FY 2019 Proposed	Percent Change to FY 2018 Budget
Business Licenses	\$70,000	\$76,049	\$72,000	2.9%
Vehicle License Fee	\$11,000	\$11,000	\$12,000	9.1%
Public Safety Fines	\$24,000	\$50,907	\$60,000	150.0%
Service Revenue	\$22,000	\$18,777	\$5,000	(77.3%)
Grants	\$25,030	\$25,030	\$25,030	0.0%
Rentals	\$2,500	\$2,500	\$1,500	(40.0%)
Other Fees and Revenues	\$21,470	\$20,566	\$21,270	(0.9%)
Total	\$176,000	\$204,829	\$196,800	(11.8%)

*As of September 30, 2017



General Fund

EXPENDITURES



GENERAL FUND — EXPENDITURES

PRELIMINARY Proposed FY 2019 General Fund Expenditures by Activity

FY 2019 PROPOSED BUDGET – EXPENDITURES GENERAL FUND, PRELIMINARY

	FY 2018 BUDGET	FY 2019 PROPOSED	DIFFERENCE	INCREASE/ (DECREASE)
ADMINISTRATION	\$371,420	\$337,072	(9.2%)	(\$34,348)
FINANCE	\$56,050	\$61,432	9.6%	\$5,382
PARKS AND EVENTS	\$24,500	\$22,650	(7.6%)	(\$1,850)
PUBLIC SAFETY	\$82,800	\$138,248	67.0%	\$55,448
PUBLIC WORKS	\$182,160	\$181,307	(0.5%)	(\$853)
GOVERNING BODY	\$2,080	\$2,072	(0.4%)	(\$8)
TOTAL	\$719,010	\$742,780	3.3%	\$23,770

SERVICE AND PROGRAM IMPACTS

- Health insurance – reduction from FY18 estimates; based on current participant costs
- Increase in staffing for Public Safety; related equipment and training costs
- Includes seasonal Dock Master position
- Utilization of community support funds to fund police services
- Includes annual maintenance cost for gaslights



GENERAL FUND SUMMARY – PRELIMINARY FIGURES

	FY 2018 BUDGET	FY 2018 PROJECTED	FY 2019 PROPOSED	INCREASE/ (DECREASE) OVER BUDGET
PRELIMINARY REVENUES	\$719,010	\$747,082	\$744,357	\$25,347 3.5%
PRELIMINARY EXPENDITURES	\$719,010		\$742,780	\$23,770 3.3%
BUDGET GAP	\$0		\$1,577	

NEXT STEPS

- Next Work Session: February 20, 2018
 - Refined Revenue and Expenditure Estimates – General Fund
 - Capital Improvement Program, Mamie Davis Fund, Craft Show Fund
- Third Work Session (if needed): March 6, 2018
 - Staff Performance - Discussion
- Proposed Budget Document Available to Public/Council:
March 23, 2018



- END -





TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

2. Work Session Regular Agenda	Meeting Date: January 16, 2018
2 C: Stormwater Management Program	

Explanation and Summary:

This is an opportunity for Town Council to discuss the Town's Stormwater Management program. The Town does not participate in the County's Stormwater Management program, and as a result, Town residents do not pay the County's Stormwater management fee and the County does not maintain any of the town's stormwater systems.

There have been discussions in the past about whether or not the town can come in under the County's program now and how much that may cost in order to evaluate the Town's system and perform any required maintenance. Staff has informally requested a figure from the County; however, we have not been able to ascertain that cost.

The town currently does not perform regular maintenance on any public stormwater facilities and does not charge a stormwater fee to its residents for the maintenance of the system.

This is a request for guidance from the Town Council to direct staff on how to proceed:

1. Make a formal request to the Board of Supervisors to provide an estimate on the cost for the town to be brought in under the County's Stormwater management program; or
2. Proceed with developing a Stormwater management program to be managed by the Town of Occoquan.

Attachments: (None)



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

2. Work Session Regular Agenda	Meeting Date: January 16, 2018
2 D: VFW Military Veteran Tribute Banner Program	

Explanation and Summary:

VFW Post 7916 has approached the Town to partner to establish a Military Veteran Tribute Banner program. The purpose of the program is to honor local military veterans by displaying banners on Dominion poles located within the historic district from May to November each year.

The proposal requires the Town's support in obtaining permission and required permits from Dominion, and it requests providing publicity and marketing support for the program, along with assisting with installation and maintenance. The VFW will implement the banner program by collecting sponsor donations to fund the program, purchasing banners, and organizing the installation, removal, and maintenance of the banners.

At this time, no funding is requested from the Town to support this program.

A presentation is included as part of this item and provides more information on the program, the proposed implementation plan, and the banner design and location. Mr. Nicholas Roper, Town resident and VFW Post 7916 House Committee member, will present the program. This is an opportunity for the Town Council to discuss the program and determine the Town's level of support.

Attachments: (1) Program Presentation

Military Veteran Tribute Banners



Town of Occoquan & VFW Post 7916



Military Veteran Tribute Banners

- **Honor local military veterans by displaying banners in the historic district of Occoquan**
- **Demonstrates to residents, visitors, tourists, and friends the community's history of service**
- **Serve as an attraction for both the Town of Occoquan & VFW Post 7916**
- **Principles of the Banner program**
 - **Partnership between the Town and the VFW**
 - **Funded completely by sponsor donations**
 - **Banners displayed from May to November**

Proposed Number and Locations

Military Tribute Banners Occoquan

Write a description for your map.

Legend

 Occoquan

Mill Street	10
Commerce St	10
Poplar Alley	4
Washington St	1
Total	25

Number & locations correspond to existing Christmas wreaths



Town of Occoquan & VFW Post 7916

Military Veteran Tribute Banners

VFW Post 7916

- Collaborate with the Town on the banner design and locations where banners will be installed
- Select a vendor
- Post announcement & application links on <http://www.vfwpost7916.org/> and on Facebook
- Manage the number of sponsorships
- Collect veteran information & transmit it to the vendor
- Collect sponsorship payments
- Order banners & brackets
- Install, maintain, & remove banners
 - Volunteers
 - Community groups
 - Town or county maintenance
 - Execute an agreement with a general contractor

Town of Occoquan

- Obtain permit from Dominion Power to hang banners on 25 telephone poles in the Historic District
- Collaborate with the VFW on the banner design and locations where banners will be installed
- Assist in advocating the banner program
 - Post information about the banner program including link to the VFW webpage on the Town's website
 - Announcements in the Town Newsletters
 - Promotional material at Town Hall and on bulletin boards
 - Other promotional opportunities such as an opening ceremony
- Assist with guidance and/or recommendations on the installation, maintenance, and removal of banners

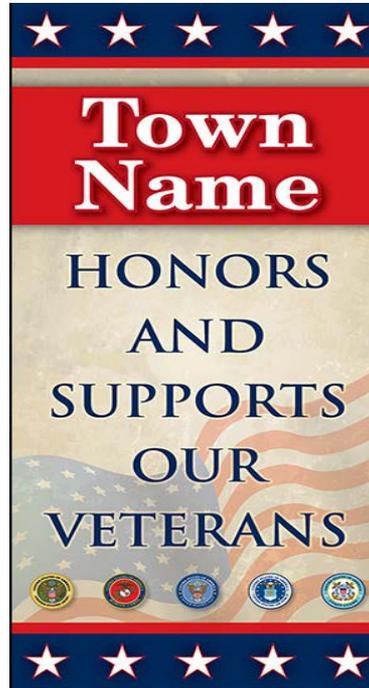
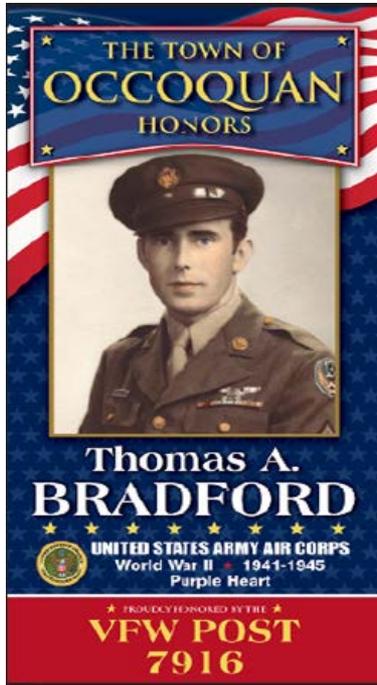
Sponsorships

- **Sponsors can be veterans, family or friends of veterans, or businesses**
- **Open to the public**
- **\$200 Sponsorship fee**
- **Sponsorship fee includes**
 - **Banner fabrication & shipping**
 - **Installation (incl/ brackets for 1st banners) & maintenance**

or

 - **Donation to veteran programs**

Vendors



Military Tribute Banners

- States: New York, Florida
- 5 common designs but can be customized
- Reverse side can show a message, duplicate photo, or a different photo
- Service includes marketing materials, a dedicated webpage for online orders and a promotional video

<http://militarytributebanners.com/>

TroopBanners by HTM Designs

- States: Pennsylvania, Ohio, New York, New Jersey, Maryland, West Virginia, North Carolina, Oklahoma
- Various designs & sizes, can be customized
- 12x18 yard banners can also be purchased
- Reverse side can show a message, duplicate photo, or a different photo
- Program administrator (VFW) handles payments, applications, and email submissions to vendor

<http://www.troopbanners.com/>

Military Tribute Banner Example Clarkstown NY



~ Military Tribute Banner Program ~

Honoring our military by displaying beautiful banners of our veterans and active-duty service members in New City, Nanuet, Congers, Valley Cottage, West Nyack or Central Nyack.

Our way of saying "Thank You" to our heroes.

Program Highlights:

- Honoring our local veterans and active-duty
- Beautiful, patriotic design
- Your business/family name printed on banner
- Display from Armed Forces Day to Veterans Day
- Banner is yours to keep after display period

Sponsorship Period & Pricing
NEXT DISPLAY - ARMED FORCES DAY 2017*

\$260.00 per sponsorship period

Armed Forces Day & Memorial Day through Veterans Day

Payment can be done by credit card at check-out or by check. Make Check Payable To:

TOWN OF CLARKSTOWN

Send to: 10 Maple Ave • New City, NY 10956

*Subject to change based on city approval.

★ ★ ★ ★ ★ ★ ★ ★

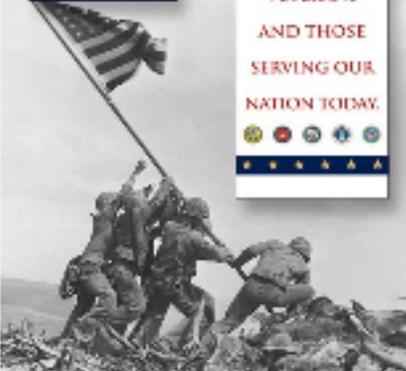
~ Give Honor to Whom Honor is Due ~



SPONSOR YOUR MILITARY TRIBUTE BANNER TODAY.



HONORING OUR LOCAL VETERANS AND THOSE SERVING OUR NATION TODAY.



[Read what is being said about the program.]

**CLARKSTOWN, NEW YORK
MILITARY TRIBUTE
BANNERS**

~ How to Sponsor Your Banner ~

First: Click on button to take you the ordering page. Enter the quantity of banners you wish to sponsor and then select 'add to cart'. Follow the checkout process.

You can pay securely by credit card through PAYPAL BUSINESS or you may choose to Pay by Check. You will receive email confirmation with your order number.

Next: Submit your banner info/photo by selecting 'INFORMATION/PHOTO' under the 'SUBMIT' tab. Fill in applicable fields, upload photo and submit order.

Once information / photo is received, a proof of your banner will be emailed to you for your review typically within 1 business day. Upon approval of artwork, your banner will be produced for display.

CLICK HERE TO SPONSOR A BANNER



★ ★ ★ ★ ★ ★ ★ ★

- ⇒ Vendor establishes webpage on vendor's website
- ⇒ uses online application & approval
- ⇒ Payment made online or by check to program administrator (Clarkstown)
- ⇒ Town pays vendor

Military Tribute Banner Sponsorship Page

HOME ABOUT ... ORDERING SUBMIT CONTACT ACCOUNT CART

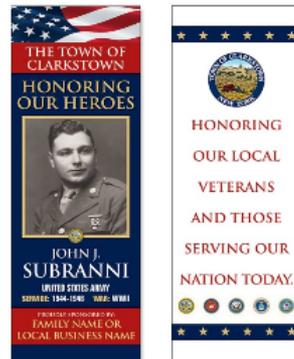
← Military Tribute Mini Banners

Military Tribute Banners Mini Prints →

Clarkstown Military Tribute Banners

Back to: Shop home

click on image for larger view.



\$250.00

SPONSORSHIP (Select One) :

New City Program - \$0

New Sponsorship / Renewal Sponsorship :

New Sponsorship - \$0

Veteran/Active-Duty Member to Sponsor :

I would like to submit my own...

SPONSORSHIP DETAILS :

Display Location: Various (See Below)

Display Duration: 6 months*

Next Display Period Begins: Armed Forces Day / Memorial Day 2017

*Subject to minor change in dates.

You may pay by credit card online or by check.**

[Enter banner QTY to be sponsored]

1 + add set(s) to cart

Description

The Clarkstown Military Tribute Banners are created to honor the area's brave men and women of the United States Armed Forces. Beautifully designed, they are to be displayed for 6 months throughout the various hamlets of Clarkstown. The banners are yours after the display period as a wonderful keepsake. [CLICK HERE TO READ MORE ABOUT THE PROGRAM.](#)

[If submitting your own individual to sponsor, please fill in the 'Submit Information' section to submit banner information and to upload photo.]

**If paying by check, make check payable to: Town of Clarkstown, 10 Maple Avenue, New City, NY 10956. Write "Military Tribute Banners" in the memo section.

Specifications:

• 17" X 50" Full-Color Banner

• Double-sided Patriotic Design

Military Tribute Banner Information/Approval

Information / Photo Upload

Please be specific and enter information exactly the way you wish for it to appear on the items you are ordering. Some items may not be available in all banner styles, program specifications and space limitations.

PLEASE NOTE: When uploading images for banners, the higher the resolution, the better the end product will be. Images taken from screens are low resolution and lose clarity in large format printing. We are more than happy to assist you with your photo scanning in making sure that

Order Information

MTB Order #:

Which Program:

Contact Information

Contact Name:

Address:

Contact Phone:

 -

Area Code Phone Number

Street Address

Street Address Line 2

City

State

Contact e-mail:

Postal / Zip Code

Display Information

Honoree's Name:

Sponsor's Name: (as it will appear on banner)

Branch of Service:

Years of Service:

Major wars fought in:

Major awards or medals

comments:

Upload Photo Image:



approval / change form

IMPORTANT: PLEASE VERIFY THAT ALL INFORMATION ON BANNER IS CORRECT

We strive to produce the best, error-free, tribute banners and prints possible. However, from time to time, we may have errors. It is your responsibility to check your proof very carefully before you in helping us make sure that your banner and prints are perfect.

NOTE: Once approval has been submitted, there is very little time, if any, to modify your order prior to production and changes after approval is given is your responsibility and additional charges may be incurred. PLEASE CHECK YOUR PROOF VERY CAREFULLY.

Your Name:

e-mail:

Order #

approval:

Comments /

Changes:

Troop Banner Example

American Legion Post 937 & Berlin NY

The AMERICAN LEGION
Taconic Valley Post 937
Berlin, New York

HOME PAGE > POST NEWS > Military Tribute Banners

Main Menu
HOME PAGE
LATEST NEWS
WHO WE ARE
POST OFFICERS
COMMANDER'S CORNER
PRESIDENT
POST NEWS
Monthly Meeting
WHY JOIN?
AUXILIARY
Auxiliary Officers
AL Auxiliary Nat'l atc
Why the Poppy?
BOYS STATE
SAL News
Legion Riders
Oratorical Contest
THE AMERICAN LEGION
AL Dept. of New York
AL National Website
US Veterans Affairs
Veteran Assist Links
Military Links
Useful Links
Hon. Only, Vet. Servs.
SEP/OCT Newsletter
Calendar of Events
AMERICANISM
Hedge of Allegiance
National Anthem Lyrics
Patriotic Songs
NYS Dept. Americanism
Flag Display FAQ
Display Days
Why 13 fold?
Flag Display Chart
Auto or Motorcycle
Flag Retirement
Photo Gallery
JOIN TODAY!
SUBSCRIBE
SEARCH
SUPPORT US
FACEBOOK PAGE
TRIBUTE PAGE
POST CALENDAR
County Meetings
Tribute Banner Program
Administrator

Military Tribute Banners
Military Tribute Banners now available to order!
CLICK HERE TO SEE AN EXAMPLE

Banners will be mounted on utility poles in and around town starting in May 2017, prior to Memorial Day.

The goal is to have banners hung along the parade route first, i.e., School St., Park Ave., Community Ave., Elm St., North & South Main St. Once filled, banners will be displayed along parts of South East and Green Hollow Roads along with portions of Plank Rd., Old Route 22, and Cherry Plain Square.

Order your 18"x36" double sided banner NOW!
(One 12"x24" one sided yard banner & mounting hardware included with order of town banner)

Additional yard banners may be ordered for friends and family members but must be part of a street banner order, i.e., there must be an initial 18"x36" dbl sided banner ordered before yard banners can be ordered by themselves.

Once your banner is ordered, it will appear on our special webpage that you can share with friends and family. To view Berlin Tribute Banner page click [HERE](#).

READY TO ORDER?

1. [Click this link to PRINT BANNER APPLICATION](#)
2. **Locate photo you wish to use, then either:**
 - Scan photo at 600dpi or higher and send via email to nypost937@gmail.com
 - Bring photo to Berlin Town Clerk's Office to have copied or scanned during business hours
 - Send photo, application, proof of honorable service along with payment (see [web site](#)) to address listed on application
3. **PAY ONLINE:** For your convenience, You may now "securely" pay for your banner(s) online via PayPal. Being that we are a non-profit organization, we ask that you add 3% to your total when ordering online to cover PayPal's charge. To order your banner(s)...email your application(s) along with proof of service and photo(s) to nypost937@gmail.com, then click **ONLINE PAYMENT**

If you are requesting additional 12"x24" yard banners, you will need to add \$15 for each yard banner to the initial banner package amount of \$120. Shipping & handling is already included.

Keep in mind, the initial \$120 banner package is for (1) town banner, (1) yard banner and (1) set of mounting hardware to mount town banner on telephone poles and a web link to share with family and friends who do not live nearby or live out of state: www.troopbanners.com/berlin or substitute /peterburgh, /graffon, /sephentown, or /newlebanon. Consider splitting the cost amongst family members and friends. Don't forget what great gifts the yard banners would make!

You may also bring your banner application, military photo, proof of honorable service, along with payment to the Berlin Town Clerk's office during normal business hours.

If other Taconic Valley towns or villages are interested in joining the Taconic Valley Post 937's banner program, contact the Post Commander, Chris Lecce, @ 658-0552 or via Email: nypost937@gmail.com

We desire that all veterans have the opportunity to be honored with a

Who's Online
We have 2 guests online

Polls

Post Meetings
The Post and Auxiliary meet on the 1st Wed. of each month at 6:30pm in the American Legion Taconic Valley Post (Berlin Train Station) located at 15 Railroad Avenue in Berlin, New York.

Contact Us
[COMMANDER](#)
Chris Lecce
(518) 658-0552
[2nd VICE COMMANDER](#)
Wally O'Neil
(518) 658-9597
MEMBERSHIP
Mailing Address
Taconic Valley
Post 937 Inc.
American Legion
PO Box 472
Berlin, NY 12022
WebMaster

Member Log-In
Username:
Password:
 Remember me

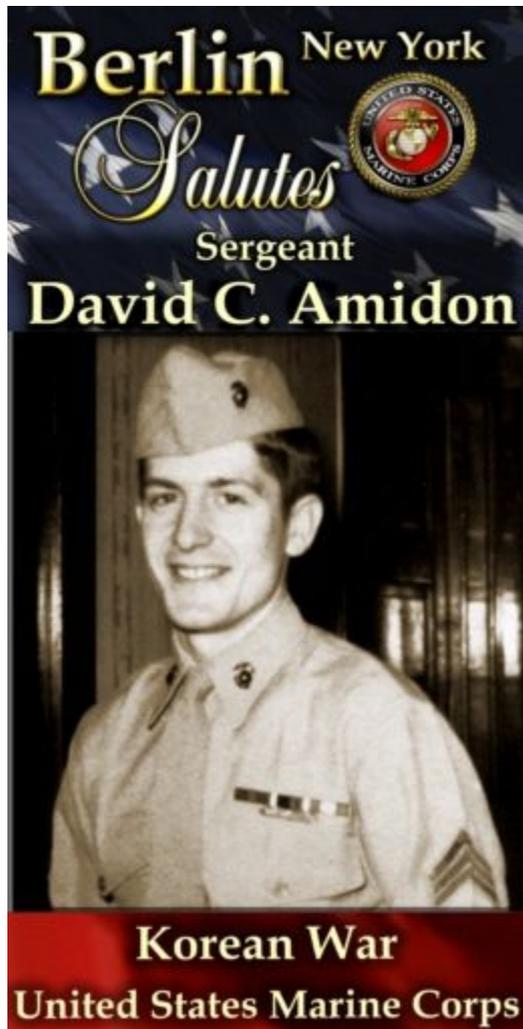
[Password Reminder](#)
No account yet? [Create one](#)

http://nypost937.org/index.php?option=com_content&task=view&id=77&Itemid=171

- ⇒ Sponsor submits applications, photos, proof of service & payment by hand at Town Hall or by mail/email to Post
- ⇒ Online payments possible via Paypal
- ⇒ Post reviews/submits information to vendor
- ⇒ Vendor submits draft design to Post & sponsor for review/approval
- ⇒ Post/sponsor give design approval
- ⇒ Banner is fabricated & shipped

Troop Banner Example

American Legion Post 937 & Berlin NY



Berlin Military Banner Program

The Town of Berlin and The Taconic Valley American Legion Post 937 have always taken great pride in the men and women who have served our country in its times of need. Now we'd like to take this opportunity to invite you to help us honor your friends and family who have served our great country.

The Military Banner Program salutes our brave men and women who are currently serving and those who have honorably served in the military by creating and displaying an 18" x 36" military banner between Memorial Day and Veterans' Day each year and for years to come.

The one-time cost to join the program is \$130. The program includes:

- Photo restoration of the picture provided for the banner - as needed
- (1) - 18" x 36" Double-Sided Military Banner to be displayed in the town
- (1) - 12" x 24" One Sided replica yard banner
- Bracket & Mounting hardware for town banner
- Web presence on the Berlin Military Banner Tribute website at www.troopbanners.com/Berlin/

To have your friend or family member included, please fill out the form below and submit it along with a check in the amount of \$130, a good quality Military Photograph, and a DD-214 or other form of verification of honorable military service and awards. Additional 12" x 24" replica yard banners available at \$15 each.

Name: _____ Address: _____

Home Phone: _____ Cell Phone: _____

Email: _____

Service Person's Name: _____ Rank: _____

Service Branch: Army - Marines - Navy - Air Force - Coast Guard

Conflict: Civil War - WWI - WWII - Korea - Vietnam - Cold War - Gulf War - Other _____

Notes: _____

Prisoner of War (POW) - Killed In Action (KIA) - Missing In Action (MIA)
KIA banners are provided at "no charge"

Medals of Valor: Medal of Honor - Distinguished Service - Service Cross - Silver Star - Bronze Star - Purple Heart -

Other: _____

Additional 12x24 Yard Banners _____ Check #: _____ Order Total: _____

Make checks payable to: Taconic Valley Post 937, Inc. (Please write BANNER on remarks/memo line)

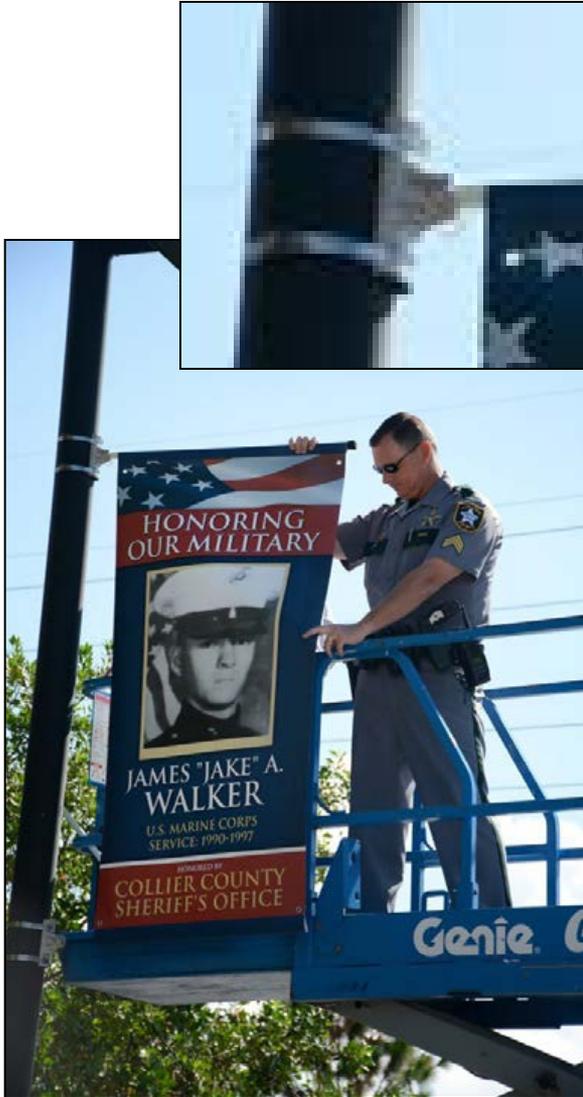
- Mail to: Taconic Valley Post 937 Inc., American Legion, PO Box 472, Berlin, NY 12022
- Once your photograph is scanned - it will be returned unharmed to you.
- Banner photos can also be scanned at the Berlin Town Clerk's Office during normal business hours.
- Or email a good quality photograph electronically scanned at 600dpi or higher to berlin@troopbanners.com

Please consider donating to the BANNER FUND to ensure all our local Veterans are honored with a banner. Contact the Taconic Valley Post 937 "Banner Brigade" to make your donation or use the BANNER DONATION button on their website (www.nypost937.org) Thank You for your generosity!

For more information please visit <http://www.troopbanners.com/Berlin>

http://nypost937.org/index.php?option=com_content&task=view&id=77&Itemid=171

Budget for Installation, Maintenance and Removal



- **Installation**

- Banners are supported by fiberglass rods held by brackets attached to poles with tensioned straps & will be placed approximately where Christmas wreaths are installed

- Assume 2 laborers @ \$20/man/hr & 30 min per banner

- $2 \times \$20/\text{hr} \times 0.5 \text{ hr}/\text{banner} \times 25 \text{ banners} = \500

- Add \$1,000 for equipment rental, use \$1,500

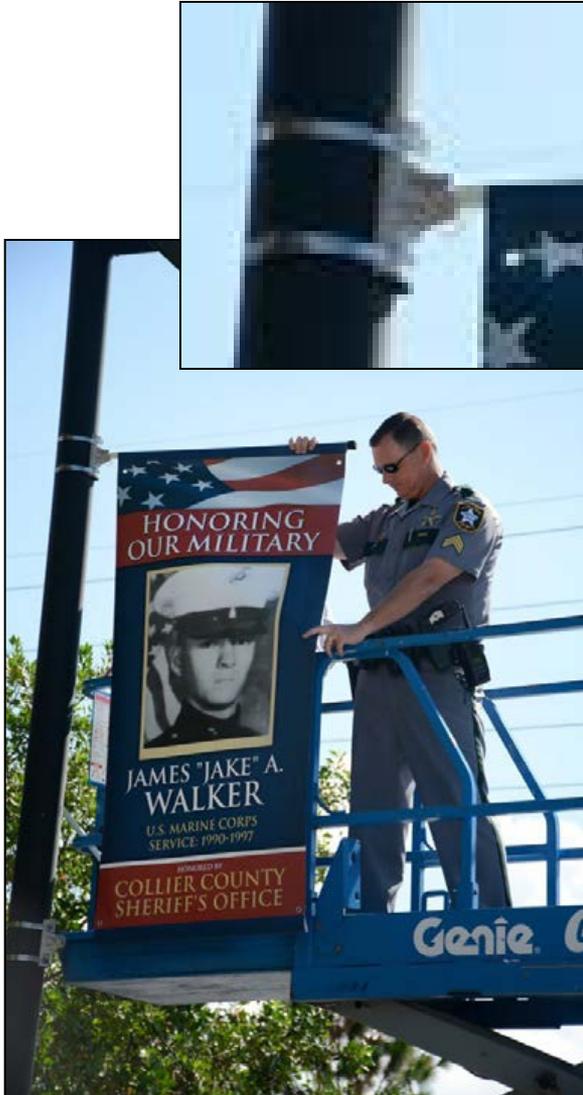
- **Removal**

- Use $\frac{1}{2}$ installation budget, \$750

- **Total budget \$2,250 per year**

- w/ 25 banners per year, budget = \$90/banner/year

Military Veteran Tribute Banners Bracket Hardware



- **Standard Bracket kit for Poles 12" diameter or less**



Description

Our Street Pole Banner Brackets 18" also known as Light Pole Banner Brackets are a great way to enhance the ambiance of any street. These Pole Banners with their cast aluminum base is specifically designed to adhere to any street pole or lamp post whether it is square, round, or multi sided. Great for cities who want to add a festive look during the holidays or special events. Small businesses can use these Street Pole Banner brackets to showcase special deals and bring more traffic into their business. The fiberglass rods help reduce the wind load from strong winds therefore ensuring your banner lasts through the various weather conditions that it is subjected to. The bracket can fit a banner up to 18" wide.

Includes:

- (2) 21 3/4" Fiberglass Rods (3/4" diameter)
- (2) Aluminum Cast Bases
- (2) Metal Rings & Pins
- (4) 40" Stainless Steel Bands

- **Bracket kits for Poles up to 16" diameter will include 52" stainless steel bands in lieu of standard 40" size**

Our durable stainless steel mounting strap with convenient threaded tightening assembly fits street light poles or utility poles up to 16" diameter. This strap fits our [electric way brackets](#).

Stainless Steel Mounting Strap 16in.

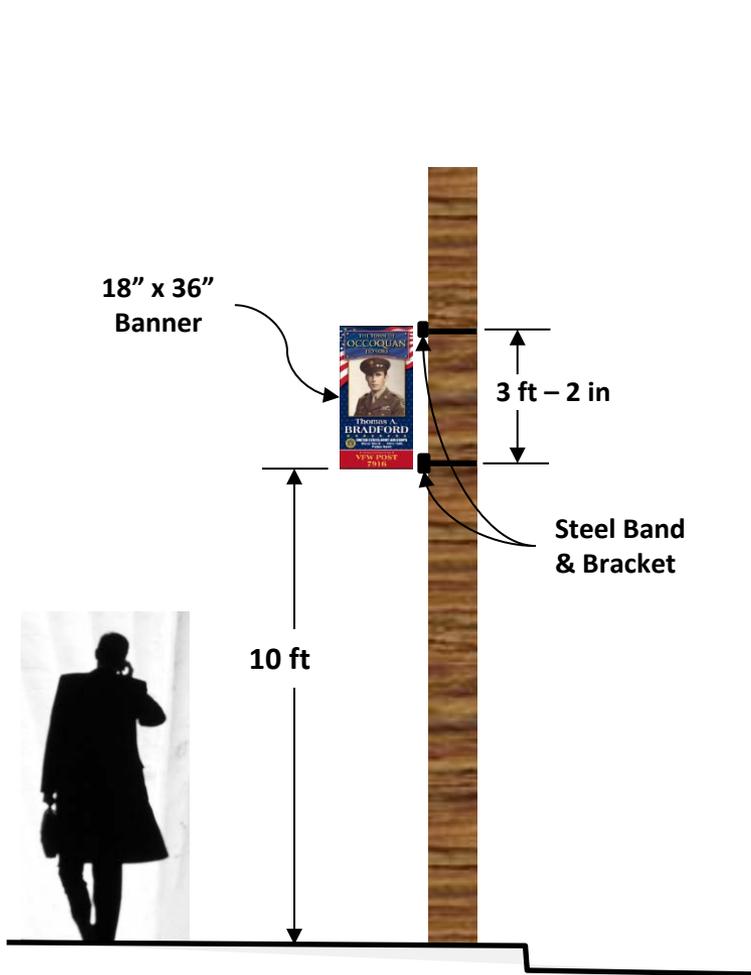
Price: \$7.49 - In stock - Brand: Eder - Product ID: AMS16



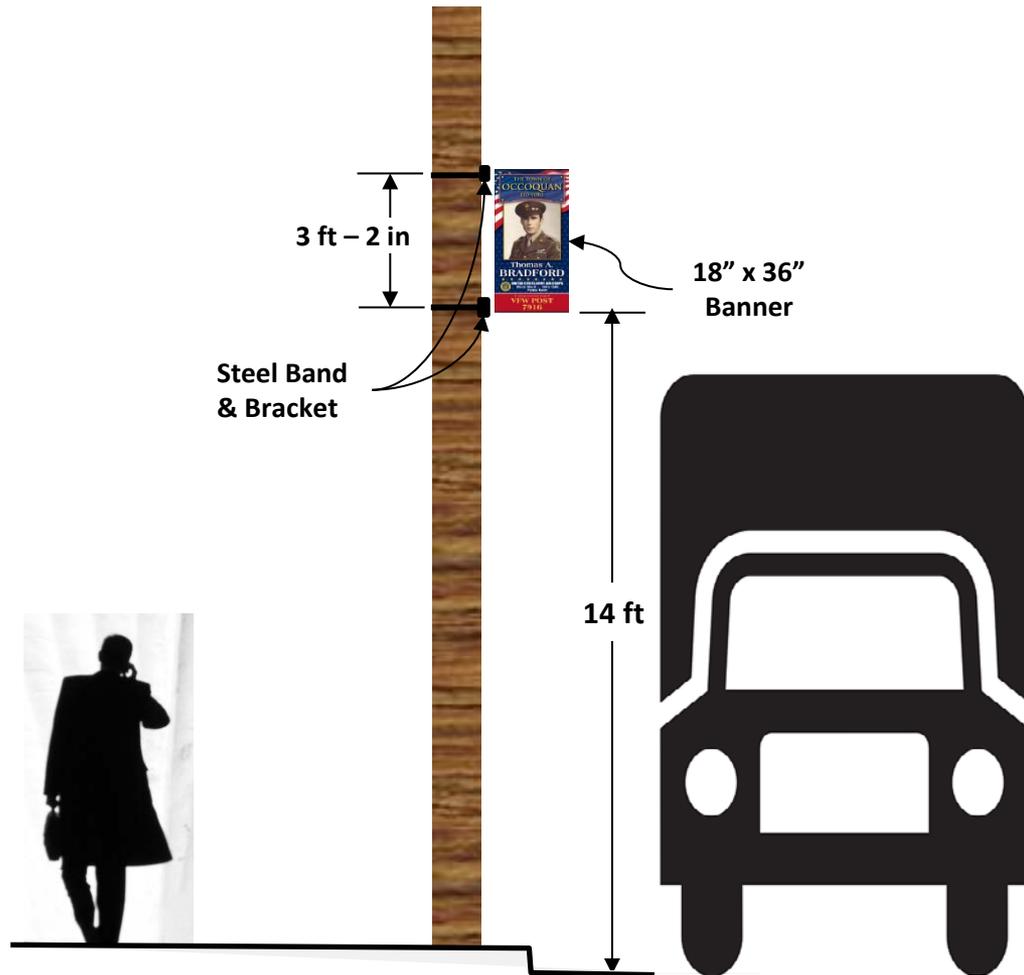
Vendor Comparison

 Military Tribute Banners 				 TroopBanner 			
24x48 Banner	\$90	18x36 Banner	\$64	24x36 Banner	\$75	18x36 Banner	\$65
Bracket (1 st installation, then future donation)	\$40	Bracket (1 st installation, then future donation)	\$34	Bracket (1 st installation, then future donation)	\$25	Bracket (1 st installation, then future donation)	\$25
Shipping	\$10	Shipping	\$10	Shipping	\$10	Shipping	\$10
Total	\$140	Total	\$108	Total	\$110	Total	\$100
Install, maintain, remove	\$90	Install, maintain, remove	\$90	Install, maintain, remove	\$90	Install, maintain, remove	\$90
Total	\$230	Total	\$198	Total	\$200	Total	\$190
W/in Sponsor Fee	<input type="checkbox"/>	W/in Sponsor Fee	<input checked="" type="checkbox"/>	W/in Sponsor Fee	<input checked="" type="checkbox"/>	W/in Sponsor Fee	<input checked="" type="checkbox"/>

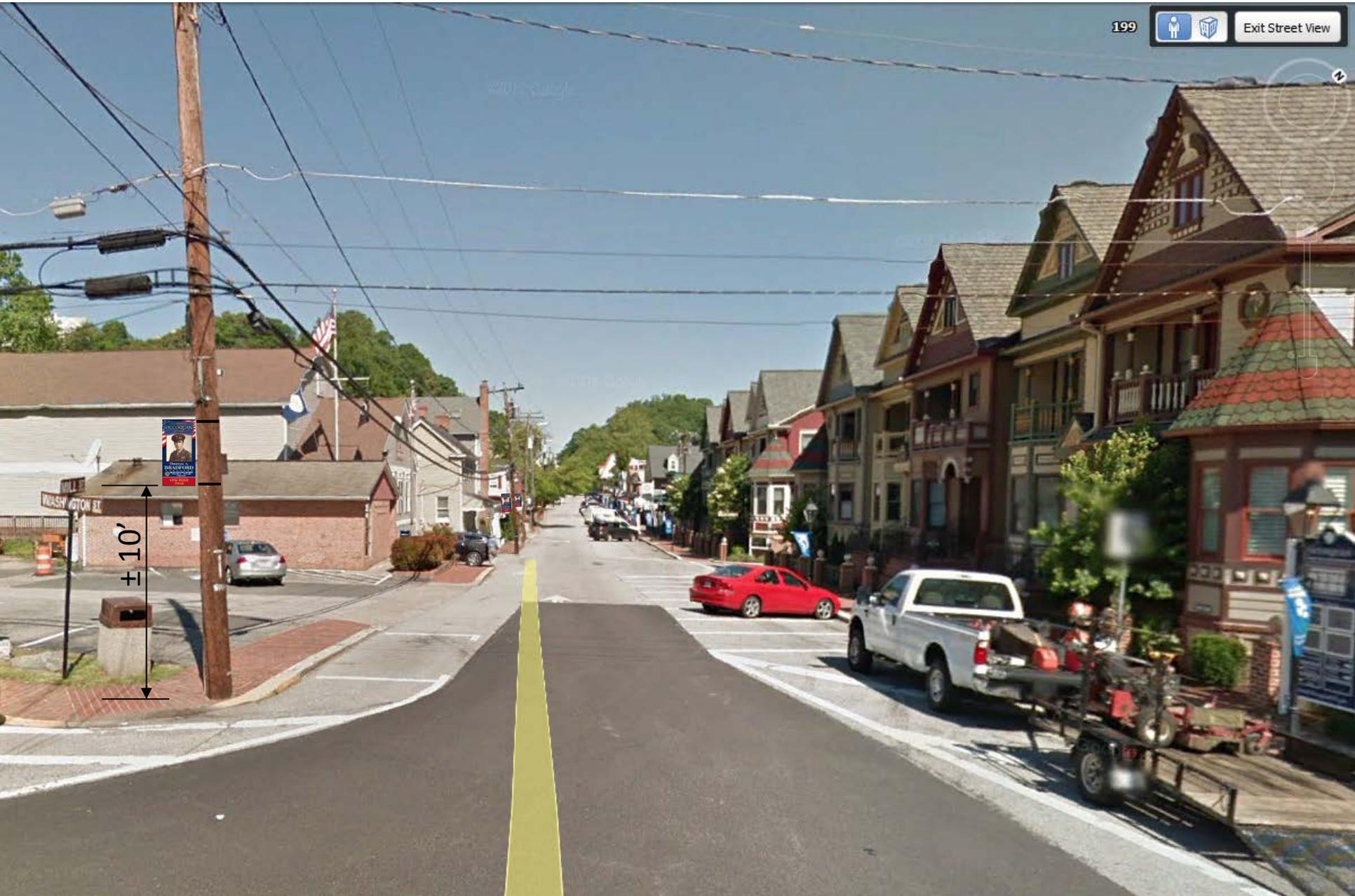
- ⇒ VFW is recommending using the online + promotional services offered by Military Tribute Banners & 18x36 size
- ⇒ After deducting 18x36 banner fabrication costs VFW will have an initial budget of \$2,300 for installation, maintenance & removal & other unknown costs



Sidewalk Installation



Roadway Installation



+ 10'



YOU DON'T GO
AND THE TOWN
OF HOLLYWOOD
HONOR OUR
LOCAL VETERAN
AND SURE
WARRANT THE
NATION BOLD

± 10'

Timeline

When	Action
Mid Jan 2018	VFW briefs Town Council
End Jan 2018	Town submits permit request to Dominion
Mid Feb 2018	Town & VFW finalize banner design
End Feb 2018	DVP grants permit
End Feb 2018	VFW executes contract w/ vendor
Early Mar 2018	Vendor opens sponsorship period
Late Apr 2018	Vendor closes sponsorship period & fabrication begins
End Apr 2018	Vendor ships materials to VFW
End Apr 2018	VFW finalizes plan for installation/removal
Mid May 2018	VFW installs banners
Mid Nov 2018	VFW removes banners



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

2. Work Session Regular Agenda	Meeting Date: January 16, 2018
2 E: Arts and Crafts Show – Sponsorship Program/Service Vendors	

Explanation and Summary:

Since the implementation of the sponsorship program (Spring 2015), we have received complaints from vendors, volunteers, and Town businesses about the placement of sponsor vendors on Mill Street, taking up valuable space along the corridor reserved for handmade goods. Prior to the establishment of the sponsorship program, the town allowed service vendors on Commerce Street at a commercial booth rate of \$375. These service vendors differed from other commercial vendors as they did not sell a tangible good at the show. We received complaints regarding the allowance of these types of vendors in the show and their negative impact on the quality of the show. As a result, we stopped accepting vendors who did not sell a tangible good, but instead adopted a sponsorship program with a limit of ten sponsors per show at \$800 per space and invited those vendors to participate as a sponsor at the higher rate. Included in the sponsor package was a space on Mill Street, justifying the double space fee, promotion through our social media platform, and placement in print media. We then took steps to include more non-profit organizations (no booth fee) on Commerce Street to fill in and drive traffic onto Commerce to the benefit of those commercial vendors on Commerce Street.

The sponsorship program for the 2017 shows yielded \$9,600 in revenue, \$5,600 and \$4,000 in spring and fall, respectively. Currently, four sponsors have applied and/or paid for participation in the 2018 shows.

This is a request for Council guidance on the allowance of service vendors in the show as vendors or sponsors, or to prohibit the participation. The loss in revenue for not allowing service vendors in the show is approximately \$5,000 (as sponsors) or \$3,750 (as vendors). Loss of funds would result in decrease in expense budgets, such as marketing or entertainment categories.

Attachments: None.