



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874

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Occoquan Town Council Work Session Meeting November 17, 2015 | 7:00 p.m.

1. Call to Order
2. Regular Items
 - a. Treasurer's Report: FY 2016, 1st Quarter Report (July - September)
 - b. Fall 2015 Arts & Crafts Show Final Report
3. Adjournment



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

| | |
|---|--|
| 2. Work Session Regular Agenda | Meeting Date: November 17, 2015 |
| 2 A: Treasurer's Report - FY 2016 1st Quarter Report (July - September) | |

Explanation and Summary:

The Town Treasurer will provide the financial report for the first quarter (July - September) of Fiscal Year (FY) 2016.

Attachments: (1) Treasurer's Financial Report

TOWN OF OCCOQUAN
FINANCIAL REPORT
AS OF 9/30/2015

* General Fund actual Net Income is \$9,292 below budget

* General Fund actual Net Income is \$1,998 below General Fund Net Income for 9/30/14

* We had been invested in the VML Investment Pool for a month and earned an unrealized gain of \$318

TOWN OF OCCOQUAN
Balance Sheet Prev Year Comparison
 As of September 30, 2015

| | Sep 30, 15 | Sep 30, 14 | \$ Change |
|---|----------------|----------------|----------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| 10001 · Petty Cash | 100 | 100 | - |
| 10020 · Operating Account - Payroll | 16,118 | 5,082 | 11,036 |
| 10021 · Operating Account | 31,869 | 10,425 | 21,443 |
| 10030 · Craft Show - Checking | 54,143 | 56,930 | (2,787) |
| 10031 · Craft Show - MM/CD | 200,000 | 200,000 | - |
| 10032 · Craft Show - MM | 178,662 | 213,140 | (34,478) |
| 10034 · Craft Show - Investment Pool | 100,318 | - | 100,318 |
| 10080 · Mamie Davis - Checking | 4,223 | 4,626 | (402) |
| 10081 · Mamie Davis - MM/CD | 100,000 | 100,000 | - |
| 10090 · Bricks Account | 200 | - | 200 |
| Total Checking/Savings | 685,633 | 590,303 | 95,330 |
| Accounts Receivable | | | |
| 10180 · Accounts Receivable | 70,964 | 63,233 | 7,731 |
| 10190 · Real Estate Receivable | 6,510 | 2,280 | 4,229 |
| 10200 · Sales Tax Receivable | 4,000 | 3,951 | 49 |
| 10250 · Engineering Receivable | 5,518 | 7,291 | (1,774) |
| Total Accounts Receivable | 86,991 | 76,755 | 10,236 |
| Other Current Assets | | | |
| 10230 · Inventory | 2,003 | 302 | 1,701 |
| 11000 · Prepaid Expenses | 11,311 | 9,351 | 1,960 |
| Total Other Current Assets | 13,314 | 9,653 | 3,661 |
| Total Current Assets | 785,938 | 676,711 | 109,227 |
| TOTAL ASSETS | 785,938 | 676,711 | 109,227 |

TOWN OF OCCOQUAN
Balance Sheet Prev Year Comparison
 As of September 30, 2015

| | Sep 30, 15 | Sep 30, 14 | \$ Change |
|--|----------------|----------------|----------------|
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | | | |
| 20000 · Accounts Payable | 56,948 | 44,623 | 12,326 |
| Total Accounts Payable | 56,948 | 44,623 | 12,326 |
| Other Current Liabilities | | | |
| 20930 · Security Deposit | 1,400 | 300 | 1,100 |
| 20935 · Performance Bond | 446 | - | 446 |
| 20940 · Unearned Craft Show Revenue | 2,840 | 1,575 | 1,265 |
| 20950 · Unearned Other Revenue | 630 | 337 | 293 |
| 20980 · Unearned R.E. Tax | - | 2,787 | (2,787) |
| 21100 · Grant Pass-thru | 200 | 200 | - |
| 21200 · Payroll Liabilities | 15,567 | 3,705 | 11,862 |
| Total Other Current Liabilities | 21,083 | 8,905 | 12,179 |
| Total Current Liabilities | 78,031 | 53,527 | 24,504 |
| Total Liabilities | 78,031 | 53,527 | 24,504 |
| Equity | | | |
| 30000 · Restricted-Mamie Davis Fund | 100,000 | 100,000 | - |
| 30020 · Unrestricted Retained Earnings | 536,461 | 510,977 | 25,483 |
| 30030 · Temp. Restricted - CS | 93,345 | 331,721 | (238,377) |
| 30040 · Temporarily Restricted - CIP | 7,610 | 7,610 | - |
| 30050 · Temporarily Restricted - MDP | 4,072 | - | 4,072 |
| Net Income | (33,580) | (327,125) | 293,545 |
| Total Equity | 707,907 | 623,183 | 84,723 |
| TOTAL LIABILITIES & EQUITY | 785,938 | 676,711 | 109,227 |

TOWN OF OCCOQUAN
General Fund Profit & Loss Budget vs. Actual
 July through September 2015

| Ordinary Income/Expense | Jul - Sep 15 | Budget | \$ Over Budget | % Over Budget |
|---|----------------|---------------|----------------|---------------|
| Income | | | | |
| 40000 · TAXES | | | | |
| * 40020 · Meals Tax | 50,793 | 41,304 | 9,489 | 23% |
| * 40030 · Sales Tax | 6,107 | 6,550 | (443) | -7% |
| 40040 · Utility Tax | 8,040 | 7,750 | 290 | 4% |
| 40050 · Communications Tax | 11,165 | 11,650 | (485) | -4% |
| Total 40000 · TAXES | 76,105 | 67,254 | 8,851 | 13% |
| 41000 · FEES/LICENSES | | | | |
| 41010 · Auto Decals | 324 | - | 324 | 100% |
| 41020 · Business Licenses | 5,148 | - | 5,148 | 100% |
| 41030 · Late Fees | 1,979 | 500 | 1,479 | 296% |
| 41040 · Fines - Public Safety | 1,566 | 3,000 | (1,434) | -48% |
| 41050 · Architectural Review Board Fees | 60 | 125 | (65) | -52% |
| 41060 · Precious Metal License | 200 | 150 | 50 | 33% |
| 41070 · ATM Fees | 750 | 750 | - | 0% |
| 41080 · Dock Fees | 280 | 175 | 105 | 60% |
| 41090 · Engineering Fees | - | 500 | (500) | -100% |
| 41100 · Administrative Fees | 788 | 500 | 288 | 58% |
| 41110 · Services Revenue- Bldg Official | 5,665 | - | 5,665 | 100% |
| 41120 · Services Revenue - Engineering | 46,146 | - | 46,146 | 100% |
| 41130 · Services Revenue - Legal | 1,236 | - | 1,236 | 100% |
| 41140 · Services Revenue - Landscaping | 1,170 | - | 1,170 | 100% |
| Total 41000 · FEES/LICENSES | 65,313 | 5,700 | 59,613 | 1046% |
| 42000 · GRANTS | | | | |
| 42010 · Litter Grant | - | 1,000 | (1,000) | -100% |
| 42020 · Public Safety (HB 599) | 5,324 | 5,324 | (0) | 0% |
| 42030 · Safety | - | 250 | (250) | -100% |
| Total 42000 · GRANTS | 5,324 | 6,574 | (1,250) | -19% |
| 43000 · RENTALS | | | | |
| 43010 · Town Hall | 150 | 125 | 25 | 20% |
| 43030 · Mamie Davis Park Rental | 750 | 525 | 225 | 43% |
| Total 43000 · RENTALS | 900 | 650 | 250 | 38% |
| 44000 · OTHER | | | | |
| 44010 · General Fund Interest | 336 | 25 | 311 | 1244% |
| 44040 · Other | 210 | - | 210 | 100% |
| Total 44000 · OTHER | 546 | 25 | 521 | 2084% |
| Total Income | 148,187 | 80,204 | 67,984 | 85% |

* Estimate

TOWN OF OCCOQUAN
General Fund Profit & Loss Budget vs. Actual
July through September 2015

| | Jul - Sep 15 | Budget | \$ Over Budget | % Over Budget |
|--|-----------------|-----------------|----------------|---------------|
| Expense | | | | |
| Total 60000 · PERSONNEL SERVICES | 69,559 | 68,376 | 1,183 | 2% |
| 60400 · PROFESSIONAL SERVICES | | | | |
| 60410 · Building Official Services | | | | |
| * 60415 · Services Expense - Bldg Official | 10,000 | - | 10,000 | 100% |
| 60410 · Building Official Services - Other | 400 | 1,250 | (850) | -68% |
| Total 60410 · Building Official Services | 10,400 | 1,250 | 9,150 | 732% |
| 60420 · Consulting | 185 | 375 | (190) | -51% |
| 60430 · Zoning and Engineering Services | | | | |
| 60435 · Services Expenses | 56,793 | - | 56,793 | 100% |
| 60430 · Zoning and Engineering Services - Other | 13,785 | 6,250 | 7,535 | 121% |
| Total 60430 · Zoning and Engineering Services | 70,578 | 6,250 | 64,328 | 1029% |
| 60440 · Legal Services | | | | |
| 60445 · Services Expense - Legal | 1,236 | - | 1,236 | 100% |
| 60440 · Legal Services - Other | 18,883 | 8,750 | 10,133 | 116% |
| Total 60440 · Legal Services | 20,119 | 8,750 | 11,369 | 130% |
| 60460 · Payroll Processing | 231 | 150 | 81 | 54% |
| 60470 · Bank Charges | 10 | - | 10 | 100% |
| Total 60400 · PROFESSIONAL SERVICES | 101,522 | 18,025 | 83,498 | 463% |
| Total 60800 · INFORMATION TECHNOLOGY SERVICES | 4,207 | 3,537 | 670 | 19% |
| Total 61200 · MATERIALS AND SUPPLIES | 2,939 | 2,092 | 847 | 40% |
| Total 61600 · OPERATIONAL SERVICES | 1,607 | 1,350 | 257 | 19% |
| Total 62000 · CONTRACTS | 19,630 | 20,375 | (745) | -4% |
| Total 62400 · INSURANCE | 3,849 | 4,067 | (218) | -5% |
| Total 62800 · PUBLIC INFORMATION | 1,221 | 1,025 | 196 | 19% |
| Total 63200 · ADVERTISING | 368 | 5,000 | (4,632) | -93% |
| Total 63600 · TRAINING AND TRAVEL | 2,164 | 2,812 | (649) | -23% |
| Total 64000 · VEHICLES AND EQUIPMENT | 2,607 | 4,900 | (2,293) | -47% |
| Total 64400 · SEASONAL | - | 1,375 | (1,375) | -100% |
| Total 64800 · TOWN HALL | 2,709 | 2,192 | 516 | 24% |
| Total 65200 · MILL HOUSE MUSEUM | 6,255 | 6,155 | 100 | 2% |
| Total 65600 · VISITORS CENTER | - | 155 | (155) | -100% |
| Total 66000 · MAINTENANCE YARD (Commerce) | 284 | 430 | (146) | -34% |
| Total 66400 · MILL STREET STORAGE FACILITY | - | 92 | (92) | -100% |
| Total 67200 · MAMIE DAVIS PARK | 339 | 887 | (549) | -62% |
| Total 68400 · STREETS AND SIDEWALKS | 585 | 562 | 23 | 4% |
| Total 68800 · HISTORIC DISTRICT | 4,041 | 3,200 | 841 | 26% |
| Total Expense | 223,886 | 146,611 | 77,276 | 53% |
| Net Income | (75,699) | (66,407) | (9,292) | 14% |

* Estimate

Craft show Fund

| | Jul - Sep 15 | Budget | \$ Over Budget | % Over Budget |
|---------|--------------|---------|----------------|---------------|
| Income | 103,840 | 111,462 | (7,623) | -7% |
| Expense | 46,296 | 39,115 | 7,181 | 18% |
| | 57,543 | 72,347 | (14,804) | -20% |

Mamie Davis Park Fund

| | Jul - Sep 15 | Budget | \$ Over Budget | % of Budget |
|--------|--------------|--------|----------------|-------------|
| Income | 151 | 150 | 1 | 1% |

CIP Fund

| | Actual Jul - Sep 15 | Annual Budget | Remaining Budget |
|---|------------------------|------------------|------------------|
| 70001 - Mill St. Revitalization Project | 15,576 | 150,000 | 134,424 |
| 70005 - Building Maintenance | - | 5,000 | 5,000 |
| 70006 - Stormwater Management | - | 5,000 | 5,000 |
| 70010 - Annex Property Improvements | - | 10,000 | 10,000 |
| 72001 - Tanyard Hill Parcel - Site Research | - | 5,000 | 5,000 |
| 72004 - Canoe/Kayak Ramp | - | 36,000 | 36,000 |
| 76005 - A/V Equipment - Town Hall | - | 5,000 | 5,000 |
| 78001 - Document Management System | - | 20,000 | 20,000 |
| 78002 - Town Code Recodification/Legal Review | - | 12,000 | 12,000 |
| 78003 - Conference Room - Town Hall | - | 2,000 | 2,000 |
| 78004 - Comprehensive Plan Review/Update | - | 5,000 | 5,000 |
| Total 70000 - CIP EXPENSE | 15,576 | 255,000 | 239,424 |

70001 - Mill St. Revitalization Project is comprised of a permit, concrete replacement due to tree removal, banners and curb painting



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

| | |
|---|--|
| 2. Work Session Regular Agenda | Meeting Date: November 17, 2015 |
| 2 B: Fall 2015 Arts & Crafts Show Final Report | |

Explanation and Summary:

The Craft Show Director will provide information regarding the status of the Fall 2015 Arts & Crafts Show.

Attachments: (1) Fall 2015 Arts & Crafts Show Report



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TOWN COUNCIL
 Elizabeth A. C. Quist, Mayor
 Patrick A. Sivigny, Vice Mayor
 Tyler C. Brown
 J. Matthew Dawson
 Jim Drakes
 Joe McGuire

TOWN MANAGER
 Kirstyn Barr Jovanovich

CRAFT SHOW DIRECTOR
 Krista Forcier

Fall 2015 Arts & Crafts Show Report Town Council Work Session - November 17, 2015

Noteworthy Accomplishments:

- New advertising outlets appeared to be more effective. Although \$1,200 less was spent on advertising, we only recorded 215 less bus riders than Fall of 2014 (and that's even with the threat of rain for 2015!)
- Numerous vendors reporting this show to be their highest earning show. Based on the results of a post-show survey, 75% of the attendees did "better than expected," while 21% did "about what was expected."
- Quite a few attendees noted that the quality of crafters has improved compared to previous years. To accomplish this, several vendors were turned away from the event. Although that diminishes the bottom dollar in the short run, it is my hope that it will increase attendance (and the income the show produces) significantly in the long run. For example, in Fall of 2014, 15% of the vendors were jewelry vendors; that number dropped to 12% for Fall of 2015.
- 96% of vendors from the post-show survey reported that they will likely attend future events, and over 20 vendors applied for the 2016 shows on the spot.
- The number of participating Non-Profit and Town Merchants increased, which in turn increases community involvement.

Additional Things to Note:

- The threat of bad weather for the weekend resulted in 14 vendors canceling during the days leading up to the event. The Vendor Numbers reported below only account for the number of vendors physically at the show.

| Category | Fall 2015 Vendors | New Vendors Fall 2015 | Fall 2014 Vendors |
|--------------|-------------------|--------------------------|-------------------|
| Merchants | 40 | 6 | 36 |
| Food | 16 | 2 | 21 |
| Buy-Sell | 24 | 3 | 21 |
| Non-Profit | 11 | 6 | 5 |
| Crafter | 155 | 25 | 180 |
| Sponsors | 6 | 2 | 0 |
| TOTAL | 252 | 36 | 250 |

Fall 2015 Expenditures (Projected vs. Actual)

| Expenditure Category | Projected Cost | Actual Cost |
|--|-----------------|-----------------|
| Buses | \$14,500 | \$14,040 |
| Portable Johns | \$2,000 | \$1,881 |
| Table/Chair Rentals | \$800 | \$711 |
| Day of Show Support (i.e. refuse collection, set up, break down, etc.) | \$2,000 | \$2,190 |
| Security/Traffic Control | \$8,640 | \$9,240 |
| Advertising | \$10,000 | \$7,057 |
| Materials and Supplies | \$1,500 | \$1,077 |
| Entertainment | \$1,000 | \$950 |
| Indirect Expenses* | \$13,250 | \$13,250 |
| TOTAL PROJECTED EXPENSE | \$53,690 | \$50,396 |

*Includes salary, benefits costs

Fall 2015 Revenue (Projected vs. Actual)

| Revenue Category | Projected Revenue | Actual Revenue |
|-------------------|-------------------|------------------|
| Booth Fees | \$70,813 | \$75,050 |
| Merchandise | \$200 | \$148 |
| Tent Rentals | \$150 | \$343 |
| Parking (Vendors) | \$1,500 | \$1,575 |
| Bus Fees (Earned) | \$22,000 | \$25,225 |
| TOTAL | \$94,653* | \$102,341 |

*Projected Revenue based on figures from September 1, 2015 report to Council.

Fall 2015 Actual vs. Budget

| | FY 16 Budget (Per Show) | Actual Fall 2015 |
|--------------------|-------------------------|------------------|
| Revenue | \$116,533 | \$102,341 |
| Expenses | \$52,091 | \$50,396 |
| Net Revenue | \$64,442 | \$51,945 |

Actual vs. Budget History, Fall Shows 2013 - 2015

| | Fall 2013 | | Fall 2014 | | Fall 2015 | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Budget | Actual | Budget | Actual | Budget | Actual |
| Revenue | \$102,500 | \$107,774 | \$105,000 | \$106,096 | \$116,533 | \$102,341 |
| Expenses | \$62,500 | \$51,810 | \$45,000 | \$42,982 | \$52,091 | \$50,396 |
| Net Revenue | \$40,000 | \$55,964 | \$60,000 | \$63,114 | \$64,442 | \$51,945 |