



# Purcellville

## Citizen Update

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FALL 2013

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TOWN OF PURCELLVILLE, VIRGINIA

### Purcellville Obtains Very Strong Credit Rating Fitch, Moody's and S&P Issue Town's First General Obligation Bond Ratings

**T**HE NATION'S TOP BOND RATING agencies, Moody's Investors Service; Standard & Poor's; and Fitch Ratings, have awarded the Town of Purcellville with a Very Strong Investment Grade Credit Rating. The ratings were: "Aa2" from Moody's; "AA" from Standard & Poor's; and, "AA" from Fitch. These ratings are among the highest possible on the scale of municipal ratings with "Aaa/AAA" being the highest possible. These are the Town's first ever ratings from these New York, NY-based firms. The Town worked closely with its financial advisor, Davenport & Company LLC, of Richmond and Leesburg, through the credit rating process.

Purcellville is one of the state's smallest municipalities to have a credit rating, and among only four with a population under 15,000 to earn a "Aa" range rating, according to Moody's database.

Moody's "believes that the town's financial position will remain healthy, given the town's history of conservative fiscal management."

According to Standard & Poor's, "The rating reflects our opinion of Purcellville's diverse and growing local economy with additional employment opportunities in the Washington metropolitan statistical area (MSA); strong wealth and income indicators; strong financial position, including, what we consider, strong general fund reserves; and low debt burden."

Fitch ratings cited "strong economic metrics: town income levels are very high, reflecting the highly educated nature of the labor force and proximity to vibrant labor markets in the Northern Virginia area."

"The three nationally recognized credit rating agencies have spoken and they were clear that the Town of Purcellville is professionally managed; strategic in its approach to finances and budgets; and, well positioned for the future," said David Rose, Davenport & Company, LLC.

The ratings will put the Town in the best possible position to obtain low cost funding for current and future projects. In addition, it will enable the Town to refinance existing debt, which will limit future interest rate risk, free-up cash-flow, and maintain the utility as a self-supporting enterprise.

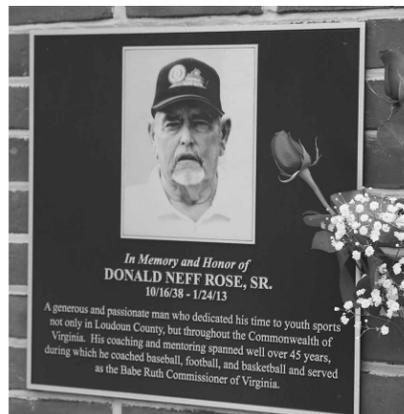
"The rating reflects the Council's commitment to conservative fiscal policies and to provide a business-friendly environment to help diversify and strengthen our business tax base. Investments in critical infrastructure such as water, sewer, sidewalks and parks are all important to the sustainability of our community," said Town Mayor Bob Lazaro.

"This news is reflective of staff's solid commitment to sound fiscal policy and financial management as well as hard work," said Town Manager Rob Lohr. ■



#### Congratulations Champions!

*The Greater Loudoun Babe Ruth 13-15 Year-old World Series winners, the Loudoun Lions. The GLBR Tournament was held at Fireman's Field in late August. This was the 6th time that Purcellville hosted this prestigious event.*



*The Town unveiled a plaque during the tournament in honor of Donald N. Rose, Sr. who dedicated his time and passion to youth sports in Loudoun County and throughout Virginia.*

### Purcellville Recognized for Performance Management Successes

The International City/County Management Association (ICMA) is pleased to announce that Purcellville is being recognized for superior performance management efforts with a Certificate of Distinction from the ICMA Center for Performance Measurement™. Purcellville is among eight jurisdictions receiving the honor this year.

"The certificate program recognizes the principles of performance management," said Wayne Sommer, ICMA's Director of U.S. Programs. "Jurisdictions meeting the qualifications have demonstrated leadership in

continuous improvement and community engagement, and they serve as examples for other governments to follow."

The certificate program assesses a local government's performance management program and encourages analysis of results by comparing to peers and gauging performance over time. Performance management aids in cost reduction, program prioritization, and quality improvement. It also encourages accountability and transparency. Certificates are awarded at the levels of Achievement, Distinction, and Excellence. ■

#### Loudoun Visitors Center Hosts Over 800 People

Since late April, the new Visitors Center inside the Train Station in Purcellville's historic district has hosted over 800 people from various states and countries on the weekends through the end of August. The Visitors Center will remain open Saturdays and Sundays from noon until 4 pm, through October hosting different local wineries for tastings and sales. The Center also features display racks of events, outings, and touring maps.



#### Mayor & Town Council

Mayor Robert W. Lazaro, Jr.  
Vice-Mayor Keith Melton  
Thomas A. Priscilla, Jr.  
James O. Wiley  
Joan Lehr  
John Nave  
Patrick McConville, II

**TOWN OF PURCELLVILLE**  
221 South Nursery Avenue  
Purcellville, VA 20132  
[www.purcellvilleva.gov](http://www.purcellvilleva.gov)

(540) 338-7421

## Message from Mayor Bob Lazaro



Dear Neighbors,

What a great summer! From our largest 4th of July Parade ever to nearly 7,000 folks attending our Wine & Food Festival to our Babe Ruth World Series Team winning the Championship we have much to be proud of.

At the World Series I was honored to join with members of Council, family and friends of the late Don Rose to dedicate a plaque at Fireman's Field in Don's honor in recognition of his more than four decade commitment to youth sports in Purcellville, Loudoun and the Commonwealth. Don will forever be part of what makes Purcellville a great place to live, work and raise a family.

As you know, last year businesses in our community created more than 300 new jobs and through August of this year 223 new jobs. In addition, a number of new locally owned firms have announced establishing their companies in our community. With more than 90% of business licenses held by non-chain companies in our community I am proud of the positive business climate we have fostered to encourage local entrepreneurs to grow and expand their businesses. In this light I hope you take advantage of our free Shop Purcellville program to support local merchants.

Finally, it is this positive business climate coupled with our collective efforts and conservative fiscal policies that has led our Town to achieve its first bond rating – AA – which is very strong (details on page 1). To provide some perspective, when Loudoun County obtained its first bond rating it was assigned an A rating.

Much is happening in and around Town this Fall. Please take a look at the events on Page 4 for a listing.

As always, I look forward to seeing you around Town.

Robert W. Lazaro, Jr., Mayor  
Town of Purcellville  
221 South Nursery Avenue  
Purcellville, Virginia 20132  
[blazaro@purcellvilleva.gov](mailto:blazaro@purcellvilleva.gov)  
(H) (540) 338-0366



[www.shoppurcellville.org](http://www.shoppurcellville.org)

## JOBS

For a forum for local employers to post jobs and for residents to search for jobs close to home, check out [www.purcellvillejobs.com](http://www.purcellvillejobs.com)

# Recycling Information

## Holiday Refuse and Recycling Collection Schedule

As both Christmas Day and New Year's Day fall on a Wednesday which is the regularly scheduled refuse/recycling collection day, curbside collection service for Town residents has been rescheduled. There will be NO curbside collection on Wednesday December 25, 2013. Curbside refuse/recycling collection will be held on Saturday, December 28, 2013. There will be NO curbside collection on Wednesday, January 1, 2014. Curbside refuse/recycling collection will be held on Saturday, January 4, 2014. Please have all cans, carts, bins and material placed curbside no later than 7 AM on the make-up collection Saturdays.

## Curbside Christmas Tree Recycling Collection

Once this year's holiday season has passed, the Town reminds residents that Christmas trees can be recycled curbside. The Town's refuse and recycling contractor, American Disposal Services, will collect Christmas Trees for recycling on Saturday, January 4, 2014 and Wednesday, January 8, 2014. These will be the only dates for the collection of Christmas Trees so please plan accordingly. Christmas Trees are recycled into free mulch which is available at the Loudoun County Landfill. However, trees collected with decorations, wire, tinsel, lights and tree bags will contaminate the mulch. Please follow the guidelines below to properly recycle your tree:

- Remove all decorations from trees – please check carefully for items hidden behind thicker branches or limbs and be sure tree is completely bare
- Remove all tinsel, fake snow, angel hair, etc.
- Remove all lighting and wires from trees
- Remove all twine, metal or plastic ties and string
- Place bare trees at the curb the night before collection day
- Please do not block sidewalks or streets with trees or otherwise create a hazard
- Do not place trees in plastic bags or "Christmas Tree Disposal Bags"
- Remove stands and bases from trees

For recycling and refuse collection service updates and the latest information, please go to the refuse and recycling page on the official Town website at [www.purcellvilleva.gov](http://www.purcellvilleva.gov) under the "Resident Info" link. If you have any questions, please contact Marty Kloeden at (540) 751-2345 or [mkloeden@purcellvilleva.gov](mailto:mkloeden@purcellvilleva.gov).

## Town Surplus Property Sales Now Online

The Town of Purcellville has partnered with the online website Public Surplus for the disposition of Town surplus property. Surplus sales will be ongoing throughout the year as property is released for sale. Interested parties should go to [www.publicsurplus.com](http://www.publicsurplus.com). Click on "register" on the home page to set-up a bidding account. Current Town property auctions can be accessed via the Public Surplus website or the Town's official site at [www.purcellvilleva.gov](http://www.purcellvilleva.gov). On the Town website, go to the "Government" link from the home page, then "Town Departments" and then to "Administration", where there is a direct link to current surplus property auctions. Please carefully read the Terms and Conditions prior to placing an online bid. Each individual auction item will have instructions and information concerning the availability of property inspection, property location and specific purchase procedures. All property offered for sale is sold strictly "as is, where is" with no warranties or guarantees of any kind, expressed or implied. All sales are final with no refunds. For questions, please contact Marty Kloeden at (540) 751-2345 or [mkloeden@purcellvilleva.gov](mailto:mkloeden@purcellvilleva.gov). ■

## Town of Purcellville Receives Excellence in Financial Reporting Awards

For the fifth consecutive year, the Town of Purcellville received the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada (GFOA) for the comprehensive annual financial report (CAFR) for fiscal year ending June 30, 2012. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

Also, the GFOA presented the Finance Department with the Award of Financial Reporting Achievement for the preparation of the CAFR document. The CAFR was judged by an impartial panel to meet the high standards of the program including demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential user groups to read the CAFR.

"I would like to thank the finance staff for their commitment to excellence in the production of accurate and clear financial statements," said Director of Finance, Elizabeth Krens. "I would also like to thank the other departments for their contributions to this award winning report."

The GFOA is a nonprofit professional association serving approximately 17,500 government finance professionals with offices in Chicago, IL and Washington, DC. ■

## Purcellville Police Places Third in State Traffic Safety Challenge

The Virginia Association of Chiefs of Police (VACP) recently announced the winners of the 2012 Virginia Law Enforcement Challenge Award. The Purcellville Police Department placed Third in the Municipal Category 2 Category (agencies with 11 to 25 sworn law enforcement officers). The Virginia Law Enforcement Challenge is a recognition program that gives agencies an opportunity to highlight their accomplishments and reward agencies that take the extra steps to save lives and reduce injuries proactively through its highway safety efforts. This program promotes professionalism in traffic safety enforcement and encourages agencies to share best practices and programs with each other.

The award was presented at the Law Enforcement Challenge Luncheon on August 27, 2013 at the Virginia Association of Chiefs Annual Conference. This is the fourth time in seven years that the department has placed in the Virginia Law Enforcement Traffic Safety Challenge. ■



*Pictured from left to right: Chief Darryl Smith, Sr., Sgt. J.R. Schroeck, MPO Susan Ellassal, and Staunton Chief Jim Williams.*

## The Firefighter's Chat – Purcellville Volunteer Fire Company Chosen To Participate in Statewide Study on Volunteer Recruitment & Sustainability

The Virginia Fire Chiefs Association (VFCA) announced that the Purcellville Volunteer Fire Company has been selected as one of 14 departments in Virginia to participate in a federally-funded program designed to increase the recruitment of volunteer firefighters.

The Volunteer Workforce Solutions (VWS) program is being led by the Virginia Fire Chiefs Association, in partnership with the International Association of Fire Chiefs, Environmental Systems Research Institute (Esri), and George Mason University. Esri is the world's leading geographic information systems (GIS) software manufacturer. Funding for the VWS program is provided by the U.S. Department of Homeland Security from a Staffing for Adequate Fire and Emergency Response (SAFER) Grant.

The Purcellville VFC currently has approximately 100 firefighters, and would like to recruit 20 additional firefighters. The Purcellville VFC protects a population of 10,500 covering 27 square miles in its first due area and responds to approximately 800 calls for service annually.

"In order to continue to provide excellent emergency service response to our community, and for the taxpayers of Loudoun County to continue to enjoy the benefit of a cost-saving volunteer system, companies like Purcellville need to constantly recruit and retain volunteers," said Brad Quin, President and Membership Chair, Purcellville VFC. "Without such strengths, service response suffers and expenses skyrocket. We need a viable volunteer presence in Loudoun County."

As part of the VWS program, Purcellville will use a GIS Segmentation Study to take an in-depth look at the community by measuring demographic, cultural and economic data to predict the best way to recruit volunteer firefighters. The basis of the Segmentation Study is that just like people, communities also have unique "personalities" that can be analyzed to identify the characteristics and traits that will attract a viable and sustainable volunteer firefighter workforce.

"Tapestry Segmentation has been used successfully by government agencies, businesses and organizations to better understand population segments, how to reach them, and serve them," says Jennifer Schottke, Senior Manager of Fire/EMS and Public Safety Policy at Esri. "These studies are designed to provide a roadmap for each community and suggest recommendations that can further advance the recruitment of volunteer firefighters."

In addition to the Tapestry Segmentation information, the VWS program highlights its Everyday Heroes Campaign which advertises the right

*continued at top right*

message to the right audience through personal outreach and recruitment events. The campaign also includes one central website, [www.EverydayHeroVa.org](http://www.EverydayHeroVa.org) to direct prospective volunteers to a respective fire department and to provide other useful information.

General information about affiliating with the Purcellville Volunteer Fire Company is available at [www.purcellvillefire.org](http://www.purcellvillefire.org), the VWS program at [www.EverydayHeroVa.org](http://www.EverydayHeroVa.org) or by contacting Brad Quin of the Purcellville VFC directly at [bquin@purcellvillefire.org](mailto:bquin@purcellvillefire.org). ■

## Stormwater System – Help Keep Our System Clean

The Town of Purcellville staff would like to remind residents, business owners and other members of our community not to sweep things into the storm sewer system. This includes, but is not limited to, items such as trash, leaves, grass clippings, motor oil, automotive fluids, fertilizer, pesticides and pet waste. Residents and communities benefit from the proper maintenance of such facilities with cleaner waterways and reduced backups in the system which can lead to flooding. By working together, we can ensure that our storm water system provides service for a longer period of time and reduce the number of backups and overflows that occur. ■

## Water Quality Report, Community Alert Systems Available

The Town of Purcellville would like to make all citizens aware that the final 2012 Consumer Confidence Water Quality Report is available on the Town website at [www.purcellvilleva.gov](http://www.purcellvilleva.gov) under Drinking Water Quality Reports on the Public Works Department page. Citizens may also obtain a copy from Town Hall upon request.

The Town of Purcellville encourages all residents and interested citizens to go to the Town of Purcellville website to sign up for Town alerts. These alerts can go to either your email or your mobile device and will keep you up-to-date on any emergency or traffic issues notifications that the Town sends. Please go to [www.purcellvilleva.gov](http://www.purcellvilleva.gov) and click on "Subscribe to Notices" on the bottom left hand side of the page and follow the instructions. Loudoun County also has an alert service that you can sign up for which encompasses the Town of Purcellville as well as the County and the school system. The Loudoun County website is [www.loudoun.gov](http://www.loudoun.gov), look to the left hand side and click on "Sign up for Alert Loudoun" and follow the instructions. ■

## BID BOARD NOTIFICATION SERVICE

The Town of Purcellville is offering vendors a way to be notified of the Town of Purcellville Requests for Bids and Proposals. Please visit the Town website at [www.purcellvilleva.gov](http://www.purcellvilleva.gov) to sign up for notification and go to "Subscribe to Notices" under the shield portion of the Town's homepage. Once signed up, subscribers will receive notifications that will point the business or individual to the "Bid Board" section of the Town website. They can then determine if they have any interest in pursuing that particular procurement. This new service offers businesses and individuals a convenient means to learn about active Requests for Bids and Proposals. For more information about this service, please contact the Budget and Procurement Specialist, Steve Coakley, at [scoakley@purcellvilleva.gov](mailto:scoakley@purcellvilleva.gov).

### After Hours Emergency Numbers

Police, Medical or Fire Emergency	911
Dominion Virginia Power	(888) 667-3000
Poison Control	(800) 222-1222
Water, Wastewater, Street Maintenance	(540) 338-7700

### Non-Emergency Numbers

Police	(540) 338-7422
Fire	(540) 338-5961
Rescue	(540) 338-4706
County Fire & Rescue	(703) 777-0637
Sheriff Department	(703) 777-1021
Dominion Virginia Power	(703) 359-3275
Comcast Cable	(571) 434-1280
Verizon	(800) 275-2355

## 2012 Wine and Food Festival Recognized as Best New Special Event by VRPS



Over 650 delegates from around the state gathered at the 59th Annual Conference of the Virginia Recreation and Park Society (VRPS) held September 7-10, 2013 in James City County. This prestigious statewide program honors individuals, agencies and organizations throughout Virginia who have demonstrated excellence in several areas during the previous year.



Over one hundred applications were received vying for awards in 14 different categories, including Best New Program, Best New Special Event, Best New Facility and promotional awards for basic, specialty, flyers and electronic media. Judged by a jury of its peers, the Society paid tribute to the Town of Purcellville for Best New Special Event for the 2012 Wine and Food Festival.

“The successful inaugural Wine and Food Festival showcased the best of Loudoun wine and food and brought over 5,000 people to town which is in the heart of DC’s Wine Country,” said Purcellville Mayor Bob Lazaro. “This award demonstrates that through combined efforts with our local wineries, restaurants, distillery, breweries, and businesses, we can make a positive impact on the community.”

“The excellence of the award winning projects was evident and we offer our congratulations to the Town of Purcellville for their outstanding contributions to the profession and their community,” said VRPS President Katey Legg. “Entries in every population category from around the state allow us to

recognize the best in our business while raising the standards and quality of programs, facilities and events in every region.” ■



## Virginia’s Mosquitoes Species

Several different species of mosquitoes may be a threat for spreading West Nile virus in Virginia. Two species of concern are the Northern House mosquito (*Culex pipiens*) and the Asian tiger mosquito (*Aedes albopictus*). The Northern House mosquito feeds mostly on birds, but will also bite people.

This type of mosquito breeds in polluted water and artificial containers often found near homes or in urban settings. They enter homes and feed at night in the dark when people are sleeping. The Asian tiger mosquito (*Aedes albopictus*) breeds in containers, bites both birds and people, and can be found around and inside the home.

The Asian tiger mosquito, which bites during the daytime, also is very common in Virginia.

### Reduce Mosquito Populations

Residents can reduce their chance of contracting West Nile virus by reducing breeding grounds around their homes. The VA Health Department recommends the following tips to reduce exposure to mosquitoes:

- Clean out birdbaths and wading pools once a week
- Clean roof gutters and downspout screens regularly
- Create a healthy wetland - Contrary to popular belief, healthy and functioning wetlands can actually reduce mosquito populations
- Eliminate standing water on tarps or flat roofs
- Residents may purchase larvicide to treat

standing water if it is on their own personal property

- Turn over or remove containers in your yard where water collects, such as old tires, potted plant trays, buckets, and toys
- Use insect repellent products with no more than 35 percent DEET for adults and less than 10 percent for children
- Wear long, loose, and light-colored clothing

### Additional Resources

Pamphlets on steps you can take to protect yourself from West Nile virus are available at the Health Department and at each of the Loudoun County libraries. These can also be accessed from the Virginia Department of Health website, [www.vdh.virginia.gov/Epidemiology/DEE/Vectorborne/WestNile](http://www.vdh.virginia.gov/Epidemiology/DEE/Vectorborne/WestNile). ■

## Upcoming Events

### Town-wide Tag Sale

Saturday, October 12, 8 AM – 4 PM &

Sunday, October 13, 10 AM – 4 PM

### Antique Flea Market

Friday – Sunday, October 11, 12 & 13 open ‘til 5 PM all days

Each year there are two main events. The Tag Sale includes yard sales throughout town and a centralized vendor lot with nearly 100 vendors at Fireman’s Field in the heart of Purcellville. The other event is the Antique Flea, a juried event, running three days and located on Main Street. Musicians interested in performing at the Tag Sale should call (540) 338-7847. For more information, go to [www.townwidetagsale.com](http://www.townwidetagsale.com).



### Christmas in Purcellville

Saturday, December 14

Join us for Christmas in Purcellville, where you can experience a myriad of fun holiday activities such as trolley rides, tree lighting, the annual Christmas parade, pictures with Santa, breakfast with Santa, and much more! Periodically check the website for updates about these wonderful events and activities, [www.christmasinpurcellville.blogspot.com](http://www.christmasinpurcellville.blogspot.com).



### Sea Chanters – The United States Navy Band

Sunday, February 2, 3 PM

Loudoun Valley High School

The Navy Band Sea Chanters is the U.S. Navy’s official chorus that performs a variety of music ranging from traditional choral music, including sea chanteys and patriotic fare, to opera, Broadway, and contemporary music. Under the leadership of Chief Musician Adam Tyler, the Sea Chanters perform for the public throughout the United States. At home in Washington, they perform for the President, Vice President and numerous congressional, military and foreign dignitaries. Throughout their history, the Sea Chanters have remained true to the Navy’s watchwords of pride and professionalism, and continue to flourish as a vibrant ensemble. Check [www.purcellvilleva.gov](http://www.purcellvilleva.gov) for information, updates, and to reserve your seat. For more info on the Sea Chanters, visit [www.navyband.navy.mil/sea\\_chanters.shtml](http://www.navyband.navy.mil/sea_chanters.shtml).

### Fourth Annual Loudoun Grown Expo

Saturday, February 15, 2 – 6 PM

Historic Bush Tabernacle (skating rink) at Fireman’s Field

Get to know Loudoun’s CSA groups and taste wine and foods from all over the county. The 2014 event has some new additions to spice things up! Keep up with the event planning by checking the website [www.loudoungrownexpo.com](http://www.loudoungrownexpo.com).

