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Holidays in Purcellville

The holidays are upon us, and there's no better way to prepare for the season than taking part in the Town's great festivities! Christmastime is a favorite time of year for children of all ages. As you participate in the activities, be sure to do your holiday shopping at all of our great shops, stores, and boutiques. Visit www.purcellvilleva.gov/holidays for all the latest information!

- **Hand-painted holiday ornaments** will be displayed throughout the Town this holiday season. These ornaments are painted by local artists and represent various aspects of our community. They will hang on light poles in Downtown, be placed in front of businesses, and will line Main Street. Keep your eyes out for these great holiday decorations!
- **Festivities kick off on Friday, December 2nd, at 6:30pm**, with the annual lighting of the Christmas Tree at Town Hall. This low-key event is fun for the family to drink cocoa, enjoy a performance by The Dance Academy of Loudoun, and watch the Norway Spruce tree light up the Town.

The following weekend is also full of activities:

- **Friday, December 9th – Trolley Tours and Christmas Market:** Take a free ride on one of the Town-sponsored trolleys and view the holiday decorations and lights throughout Town. Approximately 40 minutes long, the Trolley Tour is a great way to see the best lights in Purcellville! While you wait for your trolley, or upon your return, stop by the Christmas Market and check out the homemade and handmade crafts, gifts, and presents. You can also warm your hands by the fire pit. The evening starts at 5:30 pm (tickets available first come, first served; trolleys run 4 times per night at 60-minute intervals).
- **Saturday, December 10th – Open House at Town Hall:** Come get your face painted, participate in crafts, and – best of all – see the HUGE Lego city on display in the Council Chambers. It's a great event with fun for all. From 10 am to 3 pm.
- **Saturday, December 10th – Christmas Parade with Santa and Mrs. Claus:** This parade highlights local organizations, clubs, teams, and businesses – with a special appearance by Old Saint Nick himself! It's a treat for everyone and starts at 21st Street, continues down Main Street, and concludes by turning up Maple Ave to LVHS. The parade begins at 12 pm.
- **Saturday, December 10th – Ornament Decorating at Train Station:** Ornament decorating activities are available at the Train Station beginning at 10 am. After the parade, Santa and Mrs. Claus make a special appearance at the Train Station from 1:30-3:30 pm. Bring your camera for this great photo opportunity!
- **Sunday, December 11th – Trolley Tours and Christmas Market:** Join us on Sunday evening if you can't make it out on Friday. Evening begins at 4:30 pm. ■



DID YOU KNOW?

The Purcellville Train Station was constructed in 1904 – before Purcellville was incorporated as a Town. It served as a key stop on the Washington and Old Dominion (W&OD) rail line until it ceased operation in 1968. The railroad functioned as a means of transporting goods and agricultural products, as well as bringing visitors from DC out to Loudoun for a visit. Today, the Train Station is owned by the Town and is maintained with its historic look. The Train Station continues its legacy as a visitor destination for those using the W&OD recreational trail; it also offers public restrooms to visitors and meeting space for citizens, community groups, and business gatherings of all types.



Coming Soon!

A pop-up artist gallery on 21st Street — just in time for the holidays! See *Barrel Story* on back.



Community Corner

If you would like to submit a picture for consideration in future Newsletters, contact the Town at info@purcellvilleva.gov.

For submitting: Please submit .png or .jpg files only. For quality print reproduction, we will need high resolution images. Either large sized files at 72 dpi or small sized files at 300 dpi. Please set your camera on its highest settings. ■

GIVE BACK THIS HOLIDAY SEASON

Want to know how you can help those in need? Here are some ideas of how to make a difference in the community this holiday season:

- Find a local non-profit organization, such as Tree of Life, Blue Ridge Hospice, Loudoun Cares, Loudoun Hunger Relief, or United Way. Consider volunteering with your time, donating goods or food supplies, or even contributing dollars toward their activities.
- Participate in local fund-raising events, such as 5K races and activities.
- Give to donation projects, such as the Town's "Sweats for Vets" program or local charities' winter coat/blanket donation programs.
- Buy your goods locally, such as buying Christmas trees from the Volunteer Fire Department. This event helps raise money for their ongoing operations.
- Reach out to your neighbors in need, especially the elderly. Check in on them during the cold months and make sure their needs are met. It's amazing how a kind word and a warm cup of tea can brighten someone's day. ■

Purcellville is a great Town with caring people – consider giving back today!

Purcellville Town Council: Working for You!

The Purcellville Town Council has recently established its revised **Vision, Mission, Core Values, and Strategic Initiatives**. Through specific Action Items, the Council is working hard to accomplish its goals and serve the community. Here are some examples of activities already underway or completed:

- updating and revising the Comprehensive Plan
- developing a business satisfaction survey
- identifying creative solutions to monetize assets
- researching additional high-speed, high-capacity internet capabilities within the Town
- ensuring operational efficiencies

You can view the entire document at www.purcellvilleva.gov/council ■

CONNECT – AND COLLABORATE



We need your input!

Be sure to check out:

www.purcellvilleva.gov/engage on ways to connect with Town issues, brainstorm

with fellow citizens on ideas and solutions, and vote real-time on policy issues facing the Town. The Town Council wants to hear your input on these ideas, and now it's easier than ever.



Do you live in Old-Town Purcellville, along Main Street, or outside of an HOA? We want to get your information!

Send us an email at info@purcellvilleva.gov and we'll add you to our News Flash and to our HOA contact list, where you will keep up with all the latest news! ■

The Town Council has assigned a liaison to send regular updates on community news and activities through the various HOAs – but if you're not in an HOA, you may not hear from us. So send us an email at info@purcellvilleva.gov and we'll add you to our News Flash and to our HOA contact list, where you will keep up with all the latest news! ■

Department Spotlight: FINANCE

Government activities are funded through a variety of sources, from taxes to fees to grants. All of these funding sources require careful accounting to ensure they are properly received, deposited, invested, and spent. The Town's Finance Department mission is to responsibly manage the Town's financial resources and communicate timely, accurate, and complete financial information with a commitment to those we serve.

Finance is broken down into three primary business units: Financial Services, Billing and Collections, and Accounting Operations.



Financial Services provides the big picture, long-term financial planning for the Town. Staff ensures that the Town's fiscal policies are being followed, prepares the annual budget, and guarantees the proper procurement of goods and services. This unit is also responsible for financial reporting and analysis, allowing the Town Council and Town Manager to understand trends about the Town's fiscal situation.



The **Billing and Collections** unit is focused on the receipt of taxes and user fees. Citizens most often see the real property tax bills, personal property (vehicle) tax bills, and utility bills (water and sewer). The Finance Department serves as the customer service resource for citizens with issues regarding any of these bills. The Town reminds citizens that all residents must have a Town Decal on their vehicle(s). Residents are subject to a fine if a decal is not properly displayed.



The **Accounting Operations** unit handles accounts payable, payroll, and account reconciliation. This unit ensures that bills are properly paid, staff receive their bi-weekly paychecks, and that all general ledger activities are accurate. Accounting is critical in preparing the Town's Comprehensive Annual Financial Report and Audit, which show that the Town is financially secure and properly protecting taxpayers' dollars.

The Town is currently in the beginning stages of implementing – over the course of 28 months – a new comprehensive financial system, which will take all of the Town's financial activities and coordinate them in one unified system. This software will replace aging, cumbersome, and even non-existent systems with a state-of-the-art package. Through this investment in software, staff anticipates significant gains in efficiency and operational stability. Keep your eyes open for changes in the coming months and years.

Our Finance Department is staffed with experienced professionals who are here to protect the Town's finances, provide insight to the Council for making fiscal decisions, and serve the citizens and businesses. Give us a call or come talk with us if you have any questions. You can also visit our page on the Town's website for more documents and info: www.purcellvilleva.gov/finance ■



The Superheroes from our Finance Department, prove they are ALL serious! Left to right: Stacy Werner, Stefanie Longerbeam, Connie LeMarr, Liz Krens, Jenny Austin, Paula Hicks.

Utility Bill Payment Options — Do you struggle with paying your utility bill all at once? The Town bills bi-monthly, so your bill covers charges for a two-month period (imagine if your cell phone bill or cable bill were billed every two months!). Many residents have found success in budgeting their utility bill payments – you can pay monthly or more frequently using an online bill pay system from your bank or by dropping a check at Town Hall. Come talk to one of our customer service specialists who can help you budget regular payments so that your account is always paid on time.

Painted Barrels Around Purcellville. . .a Community Success Story

The Town's Economic Development Advisory Committee, with the coordination and leadership of EDAC Member and Discover Purcellville founder Michael Oaks, initiated an incredible community-wide project over the summer. Wine barrels were sponsored by various businesses and were painted in themes that reflect Purcellville and the surrounding agricultural community.

At a special event on October 8th, the wine barrels were auctioned off to the community. In an amazing outpouring of support, the wine barrel auction raised \$36,000! These funds will support future art and community projects, including two new initiatives for the holidays. Soon, you will be seeing painted holiday ornaments all around Town – from the light poles in downtown to the front yards

along Main Street. These ornaments represent all aspects of the community and will be a great sight for all visitors. Also, a pop-up artist gallery will be opening soon along 21st Street – just in time for the holidays! Keep your eyes out for more great community activities! ■

