TOWN COUNCIL WORK SESSION

TUESDAY, January 22, 2019 @ 7:00 p.m.

Town Hall Council Chambers

TOWN/STAFF RELATED ITEMS

1. Request for Funding from Warren Heritage Society – *Town Manager* **(10 minutes)**
2. NSVRC Hazard Mitigation Plan Renewal – *Regional Planner II John Crockett* **(15 minutes)**
3. Joint Tourism Advisory Committee Appointment Recommendation– *Town Manager* **(10 minutes)**
4. Revenue Forecasting FY2019-2020 – *Director of Finance (***45 minutes)**

COUNCIL/MAYOR RELATED ITEMS:

5. Goal Setting
6. Council Discussion/Goals *(time permitting)*

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Work Session Agenda Form

Item # 1

DATE: January 22, 2019

Work Session

AGENDA ITEM: Request for funding from Warren Heritage Society

SUMMARY: Council has received a request from the Warren Heritage Society to support their operation, specifically their utilities.

HISTORY

In 2014 Council considered a reimbursement of the expense of utility services for the Warren Heritage Society located at 101 Chester Street in the amount of $10,000 due to *"their campus of preservation has grown significantly and their outreach into the community has extended with greater need in the area"*. In accordance with the authority granted governments by Virginia Code Section 15.2-953, Council approved the request and for the money to come from Electric, Water, Sewer and Solid Waste Fund Reserves to be used toward payment of the respective portion of the utility bills beginning July 1, 2014.

In 2015, Council approved the donation of $15,000 *(increase of $5,000)* beginning September 2015.

In 2016, Council approved the donation of $15,000 to begin September 2016, **but also requested that the Warren Heritage Society make efforts to improve the efficiency of their buildings and report these efforts prior to requesting continued donations in the future.** The 2016 request was also discussed at the November 2016 Liaison Committee Meeting.

In 2017, Council approved the donation of $15,000 to begin September 2017.

In 2018, Council approved the donation of $15,00 for FY2018-2019 *(minutes attached)*

Attached is the current budget for the Warren Heritage Society, Minutes from 2018 Council Meeting and Letter from the Executive Director of the Warren Heritage Society.

BUDGET/FUNDING: Funding from last year came from the Electric, Water, Sewer and Refuse as Unrecognized Revenue

STAFF RECOMMENDATION: Staff recommends a strategy to decrease funding to ultimately eliminate donation. Staff needs Council direction on the future intent of this donation.

Warren Heritage Society
Profit & Loss Budget vs. Actual
January through December 2019

	Jan - Dec 19	Budget
Ordinary Income/Expense		
Income		
Archives	0.00	600.00
Balthis House Income		
Balthis House Tours	17.50	
Balthis House Income - Other	0.00	800.00
Total Balthis House Income	17.50	800.00
Belle Boyd Income		
Belle Boyd tours	17.50	
Belle Boyd Income - Other	0.00	1,500.00
Total Belle Boyd Income	17.50	1,500.00
Contributions		
Donations - Dir. Pub. Support	20.00	
Contributions - Other	0.00	18,000.00
Total Contributions	20.00	18,000.00
Education Programming Income	0.00	800.00
Event Income	0.00	1,100.00
Fest of Leaves	0.00	15,000.00
Fundraisers		
Calendar	60.00	
Total Fundraisers	60.00	
Gift Shop	22.32	3,300.00
Interest Income	0.00	10.00
Investment Draw		
Edward Jones Inc-241-15811-1-5	0.00	96,000.00
Wells Fargo Inc. 2126-1414	0.00	12,000.00
Total Investment Draw	0.00	108,000.00
Ivy Lodge Musem Donation Box	5.00	200.00
Membership Income		
Membership Dinner Income	0.00	500.00
Membership Dues		
Family Dues	240.00	
Individual Dues	100.00	
Total Membership Dues	340.00	
Membership Income - Other	0.00	4,000.00
Total Membership Income	340.00	4,500.00

Warren Heritage Society
Profit & Loss Budget vs. Actual
January through December 2019

	Jan - Dec 19	Budget
Misc. Income	0.00	100.00
Total Income	482.32	153,910.00
Gross Profit	482.32	153,910.00
Expense		
Advertising		
General Advertising	99.00	
Advertising - Other	0.00	2,700.00
Total Advertising	99.00	2,700.00
Archives Expense	0.00	2,500.00
Balthis House Expenses	0.00	2,000.00
Bank Charges	0.00	100.00
Computer Expense	0.00	1,400.00
Conferences & Cont. Ed.	0.00	1,400.00
Festival of Leaves Expenses	0.00	3,000.00
Gift Shop Expenses		
Consignment Sales/Rudolph, M...	21.60	
Consignment SalesLittle, Martha	12.00	
Gift Shop Sales Tax	38.04	
Gift Shop Expenses - Other	0.00	2,000.00
Total Gift Shop Expenses	71.64	2,000.00
Grounds Maintenance	0.00	4,400.00
Insurance	0.00	6,000.00
Ivy Lodge	0.00	2,200.00
Legal & Accounting	0.00	1,500.00
Membership Expenses	0.00	1,400.00
Misc.	0.00	200.00
Office Supplies		
Equipment Purchase/Repair/Maint	36.83	
Office Supplies - Other	0.00	4,000.00
Total Office Supplies	36.83	4,000.00
Payroll Expense		
Salaries & Wages	2,123.78	
Payroll Expense - Other	0.00	100,000.00
Total Payroll Expense	2,123.78	100,000.00

Warren Heritage Society
Profit & Loss Budget vs. Actual
January through December 2019

	Jan - Dec 19	Budget
Telephone		
WHS Admin/Archives Phone Svc	0.00	1,800.00
Total Telephone	0.00	1,800.00
Utilities (offices/BBC/Balthis	0.00	18,000.00
Total Expense	2,331.25	154,600.00
Net Ordinary Income	-1,848.93	-690.00
Net Income	-1,848.93	-690.00

Minutes of May 29, 2018

COUNCIL APPROVAL – Utility Donation for Warren Heritage Society
Summary: Council is requested to consider a utility donation to the Warren Heritage Society in the amount of $15,000 for FY2018-2019.

Vice Mayor Tewalt moved, seconded by Councilman Connolly that Council approve a utility donation in the amount of $15,000 to the Warren Heritage Society.

Councilman Sealock noted that he had concerns being spent on the 501(3)c organization. He stated that the organization does an exceptional job and they need volunteers and donations. Mr. Sealock stated that the Town is expected to pay $15,000 for the utilities and there should be grants available for the organization. Mr. Sealock noted that the electricity bills have been waived at times and he understands fully the Warren Heritage Society's need. Councilman Meza voiced his support of the measure as well, adding that when organizations are given funds, then criteria should be met in order to justify the giving and differentiate requests when they come forward. He added that in the future he would like an application process in place.

Vote: Yes – Connolly, Gillispie, Meza, Morrison, Sealock and Tewalt
No – N/A
Abstain – N/A
Absent – N/A
(Mayor Tharpe did not vote as there was no tie to require his vote)
(By Roll Call)

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Item # 2

DATE: January 22, 2019

Work Session

AGENDA ITEM: Update of the Northern Shenandoah Valley Regional Multi-jurisdictional Hazard Mitigation Plan

SUMMARY:

The Update of the Regional Hazard Mitigation Plan (2018) will satisfy the state mandate requirements of the Disaster Mitigation Act of 2000 (DMA2K) at 44 CFR §201.4 and Public Law 106-390, signed into law October 10, 2000. The primary purpose of the plan is to establish strategies that will reduce the impact of future natural disasters. This plan was prepared by the Northern Shenandoah Valley Regional Commission (NSVRC) for the Town of Front Royal, as well as the other jurisdictions within the Northern Shenandoah Valley region. These other localities include the City of Winchester, the five Counties of Clarke, Frederick, Page, Shenandoah, and Warren and the other 13 Towns therein. By adopting this Plan update, the Town of Front Royal will remain eligible for Hazard Mitigation Grant Program (HMGP) funds and the Hazard Mitigation Assistance (HMA) programs which include Pre-Disaster Mitigation (PDM), Flood Mitigation Assistance (FMA), Repetitive Flood Claims (RFC), and Severe Repetitive Loss (SRL) grant programs.

At the January 22, 2019 Town Council Meeting, NSVRC Staff will provide a summary of the Hazard Mitigation Plan. Attached is a fact sheet that provides helpful information. The entire 449-page document can be viewed on the NSVRC's website. Below is a direct link to the 2018 Hazard Mitigation Plan:

http://nsvregion.org/assets/NSV_Hazard_Mitigation_Plan66753.pdf

BUDGET/FUNDING: None.

STAFF RECOMMENDATION: Approval.

Northern Shenandoah Valley Region – 2018 Multi-Jurisdictional Hazard Mitigation Plan Update

The Robert T. Stafford Disaster Relief and Emergency Assistance Act (Stafford Act), as amended by the Disaster Mitigation Act of 2000, provides the legal basis for state, tribal, and local governments to undertake risk-based approaches to reducing natural hazard risks through mitigation planning. Specifically, the Stafford Act requires state, tribal, and local governments to develop and adopt FEMA-approved hazard mitigation plans as a condition for receiving certain types of non-emergency disaster assistance.

The Stafford Act authorizes the following grant programs:

- Hazard Mitigation Grant Program (HMGP), which helps communities implement hazard mitigation measures following a Presidential major disaster declaration. This program also funds development and update of hazard mitigation plans.
- Pre-Disaster Mitigation Grant Program (PDM), which awards planning and project grants to assist states, territories, federally-recognized tribes, and local communities in implementing sustained pre-disaster natural hazard mitigation programs. Such efforts may include development or update of hazard mitigation plans.
- Public Assistance Grant Program (PA), which provides assistance to state, tribal, and local governments, and certain types of private nonprofit organizations so that communities can quickly respond to and recover from major disasters or emergencies declared by the President.
- Fire Management Assistance Grant Program (FMAG), which provides assistance to state, tribal, and local governments for the mitigation, management, and control of fires on publicly or privately owned forests or grasslands that threaten such destruction as would constitute a major disaster.

2018 Hazard Mitigation Plan Update

A review of the planning process and requirements

Regional profile offering updated regional maps and statistics – including new Hazard Mitigation Online Portal:

(http://nsvregion.org/hazard-mitigation.html)

Regional hazard identification, inventory, rankings and analysis

Regional emergency management, floodplain management, fiscal and staff capabilities

Regional Hazard Mitigation Strategies and guide to implementation

Regional flood, hurricane and earthquake HAZUS analysis

Hazard Mitigation Planning

Hazard mitigation is the effort to reduce loss of life and property by lessening the impact of disasters. It is most effective when implemented under a comprehensive, long-term mitigation plan. State, tribal, and local governments engage in hazard mitigation planning to identify risks and vulnerabilities associated with natural disasters, and develop long-term strategies for protecting people and property from future hazard events. Mitigation plans are key to breaking the cycle of disaster damage, reconstruction, and repeated damage

Developing hazard mitigation plans enables state, tribal, and local governments to:

- **Increase education and awareness around threats, hazards, and vulnerabilities;**
- **Build partnerships for risk reduction involving government, organizations, businesses, and the public;**
- **Identify long-term, broadly-supported strategies for risk reduction;**
- **Align risk reduction with other state, tribal, or community objectives;**
- **Identify implementation approaches that focus resources on the greatest risks and vulnerabilities; and**
- **Communicate priorities to potential sources of funding.**

Virginia Department of Emergency Management

NSVRC

FEMA

haz mit 2013

RESOLUTION

A RESOLUTION TO ADOPT THE 2012 NORTHERN SHENANDOAH VALLEY REGIONAL HAZARD MITIGATION PLAN

WHEREAS, (X County /X City / X Town) of Virginia, like any jurisdiction, is vulnerable to a variety of natural hazards that can result in loss of life and damages to public and private property; and

WHEREAS, it is the intent of the (X County Board of Supervisors / X City or X Town Council) to protect its citizens and property from the effects of natural hazards to the furthest extent possible; and

WHEREAS, the (X County Board of Supervisors / X City or X Town Council) desires to seek ways to effectively reduce and mitigate the risk of these natural and human-caused hazards through participation with the Northern Shenandoah Valley Regional Commission and adjoining jurisdictions in the development and implementation of a regional hazard mitigation plan; and

WHEREAS, it is also the intent of the Board of Supervisors / Council to fulfill its obligation under Section 322: Mitigation Planning, of the Robert T. Stafford Disaster Relief and Emergency Assistance Act, to remain eligible to receive state and federal assistance in the event of a declared disaster affecting (X County / X City/Town) ; and

WHEREAS, the Federal Emergency Management Agency and the Virginia Department of Emergency Management have reviewed the said plan, inclusive of the (X County /X City / X Town) section prepared with input from appropriate local and state officials, and has approved the plan pending the completion of local adoption procedures;

Now, therefore, be it RESOLVED by the (X County Board of Supervisors / X City or X Town Council) this 10th day of June 2013, that the (Board / Council) adopts the 2012 Northern Shenandoah Valley Regional Hazard Mitigation Plan and agrees to take such other official action as may be reasonably necessary to carry out the proposed actions included in the (City/Town/County) section of the Plan, effective this date.

Adopted in Frunt Royal County / _____ City / _____ Town, Virginia, this 10th day of June 2013.

APPROVED:

Timothy W. Darr, Mayor

ATTEST:

Jennifer E. Berry, Clerk of Council

THIS RESOLUTION was approved at the Regular Meeting of the Town of Front Royal, Virginia, Town Council conducted on 6-10-, 2013 upon the following recorded vote:

Thomas H. Sayre	(Yes)/No	Bret W. Hrbek	(Yes)/No
Hollis L. Tharpe	(Yes)/No	Eugene R. Tewalt	(Yes)/No
N. Shae Parker	(Yes)/No	Daryl L. Funk	(Yes)/No

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Approved as to Form and Legality:

Douglas W. Napier, Town Attorney

Dated: 06-12-2013

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Work Session Agenda Form

Item # 3

DATE: January 22, 2019

Work Session

AGENDA ITEM : Joint Tourism Advisory Committee Appointment Recommendation

SUMMARY: On July 9, 2018 Council appointed Brent C. Jackson of the Holiday Inn as the representative from a lodging property to serve on the Joint Tourism Advisory Committee. Mr. Jackson is no longer with the Holiday Inn; therefore staff is recommending that Council consider appointing Mary Bayer of the Holiday Inn to replace Mr. Jackson to an unexpired term ending June 9, 2022.

An email from Director of Community Development/Tourism is attached

BUDGET/FUNDING: N/A

STAFF RECOMMENDATION: Staff is recommending this appointment

From: Felicia Hart <fhart@frontroyalva.com>
Sent: Monday, January 7, 2019 5:09 PM
To: Joe Waltz <jwaltz@frontroyalva.com>
Cc: Tina Presley <tpresley@frontroyalva.com>
Subject: FW: Joint Tourism Committee meeting

Hi Joe –

Below, see the e-mail from Mary Bayer of the Holiday Inn.

Mary would be my recommendation to replace Brent Jackson on the Joint Tourism Advisory Committee.

Felicia

From: Mary Bayer <mary.bayer@blueridgeshadows.com>
Sent: Monday, January 7, 2019 5:05 PM
To: Felicia Hart <fhart@frontroyalva.com>
Subject: RE: Joint Tourism Committee meeting

Does this work?
Mary Bayer has been the Director of Sales & Marketing of the award-winning Holiday Inn & Suites Front Royal Blue Ridge Shadows since 2010. During her career, Mary has oversaw sales efforts for Marriott, Hilton, Choice, IHG, and Wyndham brand hotels. She graduated from Rochester Institute of Technology with a degree Hotel Restaurant Management. In 2015 & 2016, Mary earned the IHG® (InterContinental Hotels Group) 2015 & 2916 Best of the Best Director of Sales of the Year Award. She was selected based on performance that goes above and beyond normal job responsibilities, by providing outstanding and unique service to the property, to the guests and to the community.

Mary Bayer

Director of Sales & Marketing - Holiday Inn & Suites Front Royal Blue Ridge Shadows

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Item # 4

DATE: 1/22/19

AGENDA ITEM: REVENUE FORECASTING FY19-22

SUMMARY: Staff will provide council with a presentation showing some historical/projected revenues for the Town and discuss possible budgetary impacts. These revenue forecasts will likely be incorporated into the proposed FY2020 budget.

BUDGET/FUNDING: N/A

STAFF RECOMMENDATION: Review revenue forecast and discuss any questions or concerns with staff.

Work Session

Town of Front Royal
FY20 Revenue Forecasting

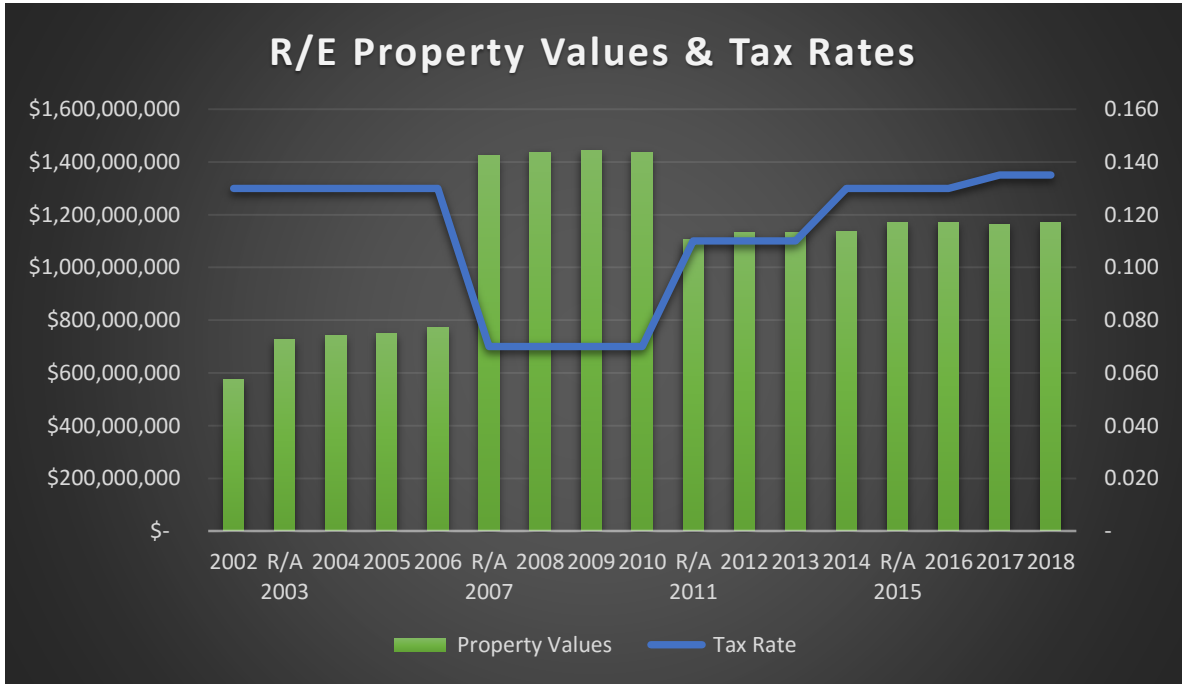
Presented by
B.J. Wilson
Director of Finance
January 22, 2019

Forecasting Factors Risks & Assumptions

- Forecasting is not a precise science, but is a useful tool
    - Commonwealth of Virginia revises multiple times during year
- Methodology used relates to the specific revenue being forecasted and is individual for each revenue source. Methodology used includes:
    - Baseline/historic trends
    - Current policies and assimilating data accordingly
    - Current rates
    - Institutional knowledge
    - Assumptions about future conditions
- Only revenues received from outside sources were forecasted
- Data used in forecasting is collected from many different internal and external sources deemed reliable and appropriate at this time

Real Estate Property Values & Rates

- Previous reassessment was effective 2015 and new assessments will be effective in 2019
- Blue line represents the approved tax rate
  - Tax rate was lowered from 2007-2010 due to the change in assessment values
  - Increase in 2014 was to allocate funds for Police Dept Headquarters, Main Street Extension & Leach Run Parkway
  - Increase in 2017 was allocated toward Police Department Headquarters
- Weldon Cooper's Virginia Local Tax Rates for 2017 tax rates show the median real estate tax rate for a Virginia Town is $0.18 per $100
  - The Town of Front Royal's Real Estate Tax Rate is $0.135 per $100 ($0.045 lower than the median)



Estimated Values for 2019 Real Estate Reassessment

Current Value of Town Properties

- Total Property Value : $1,215,477,000
- Estimated Revenue at $0.135 per $100: $1,640,894

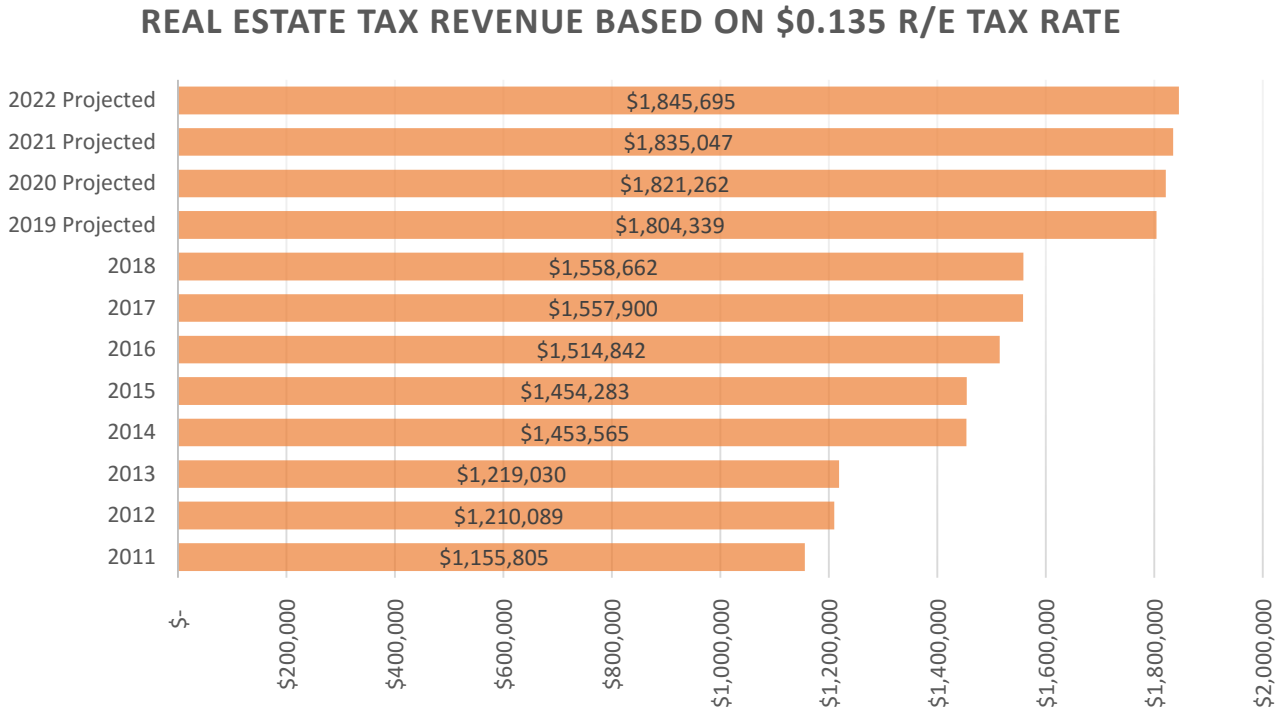
2019 Estimated Value of Town Properties

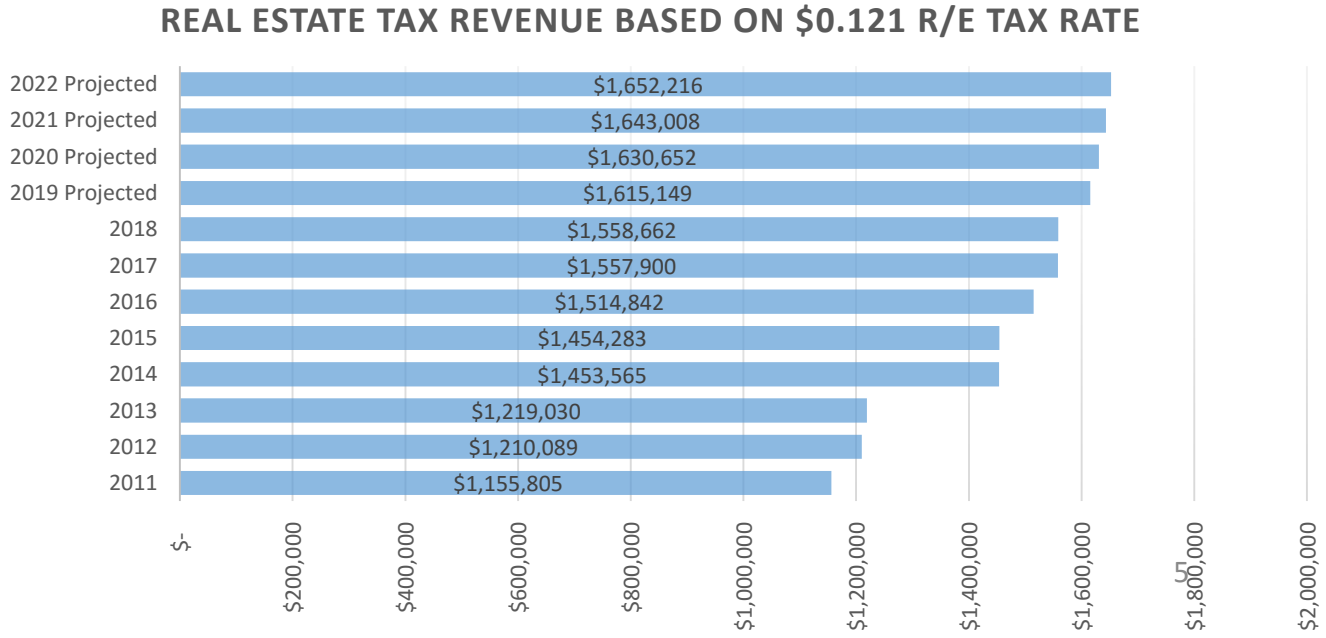
- Estimated Total Property Value: $1,351,362,400
- Estimated Revenue at $0.135 per $100: $1,824,339 ($183,445 revenue increase)
- Tax rate to equalize is approximately $0.121 per $100

**Revenue values listed above do not take into account land use exemptions, elderly/disabled exemptions, or veteran relief*

Real Estate Tax Revenue

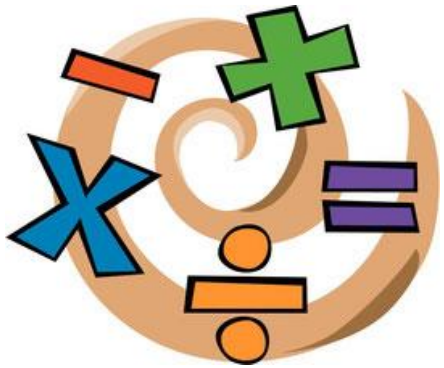
- Increase in 2017 revenue was due to increase of R/E tax rate allocated toward new Police Department Headquarters
- Based on new development and history of collections, we expect to see an increase over the next few years.





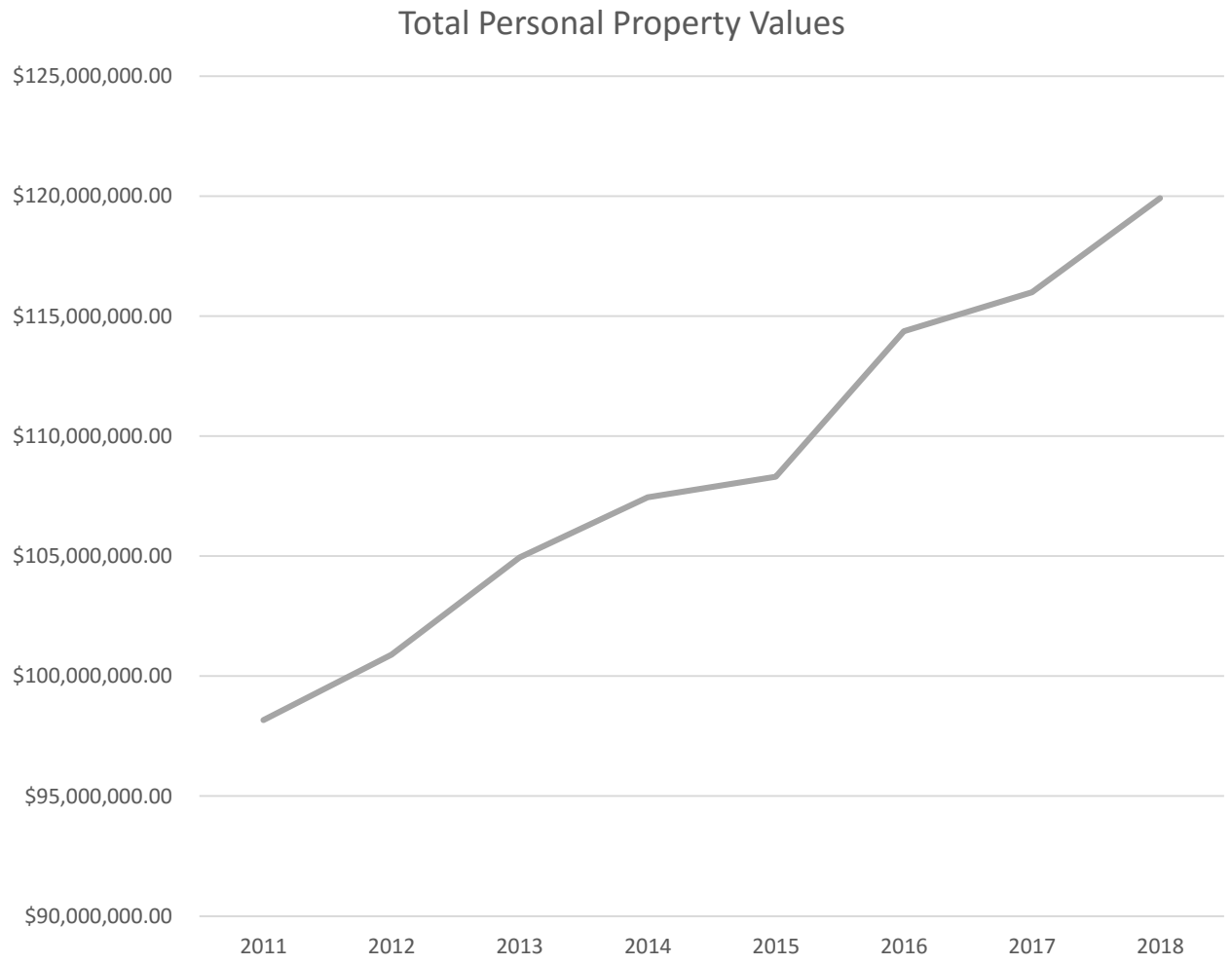
Personal Property Tax

- Comprised of:
  - Personal Property Tax on vehicles, boats, business equipment, etc.
  - Vehicle License Fees (also known as decals)
  - Personal Property Tax Relief received from Commonwealth of Virginia

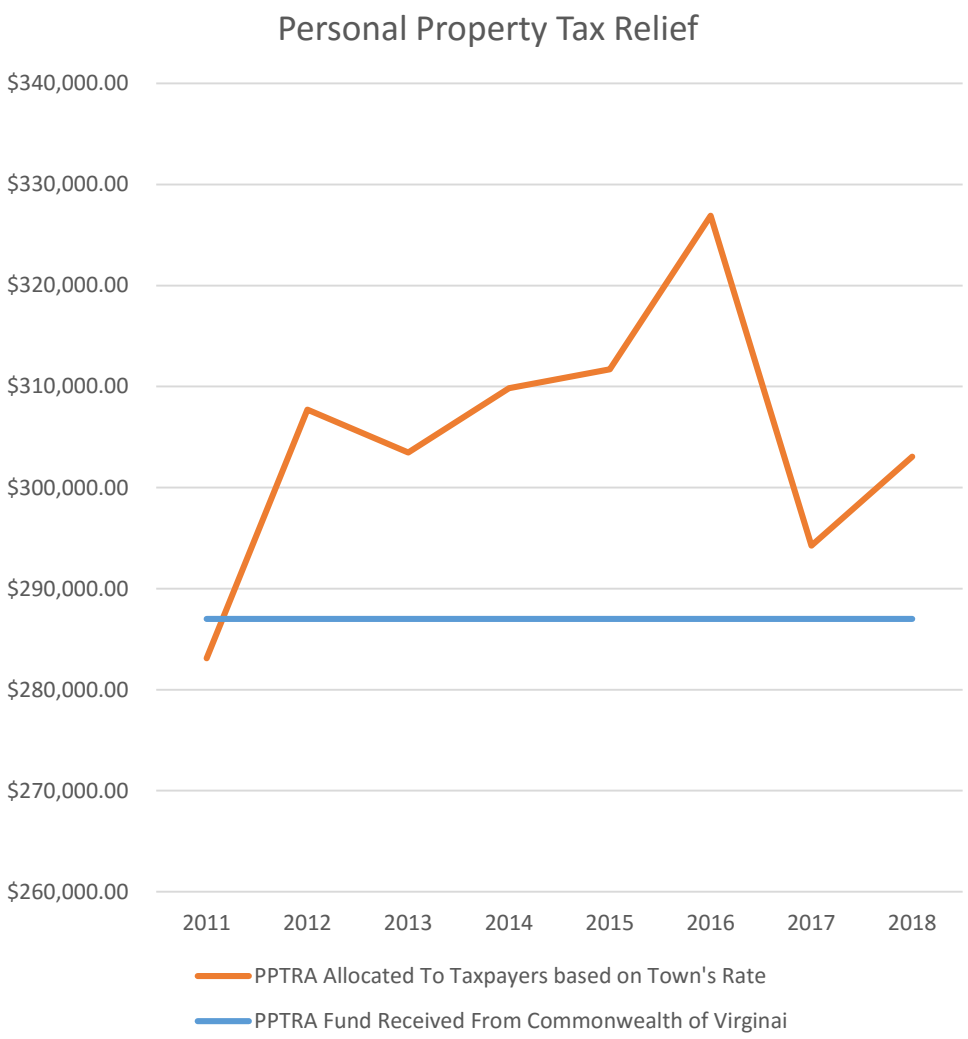


Town of Front Royal Personal Property Values

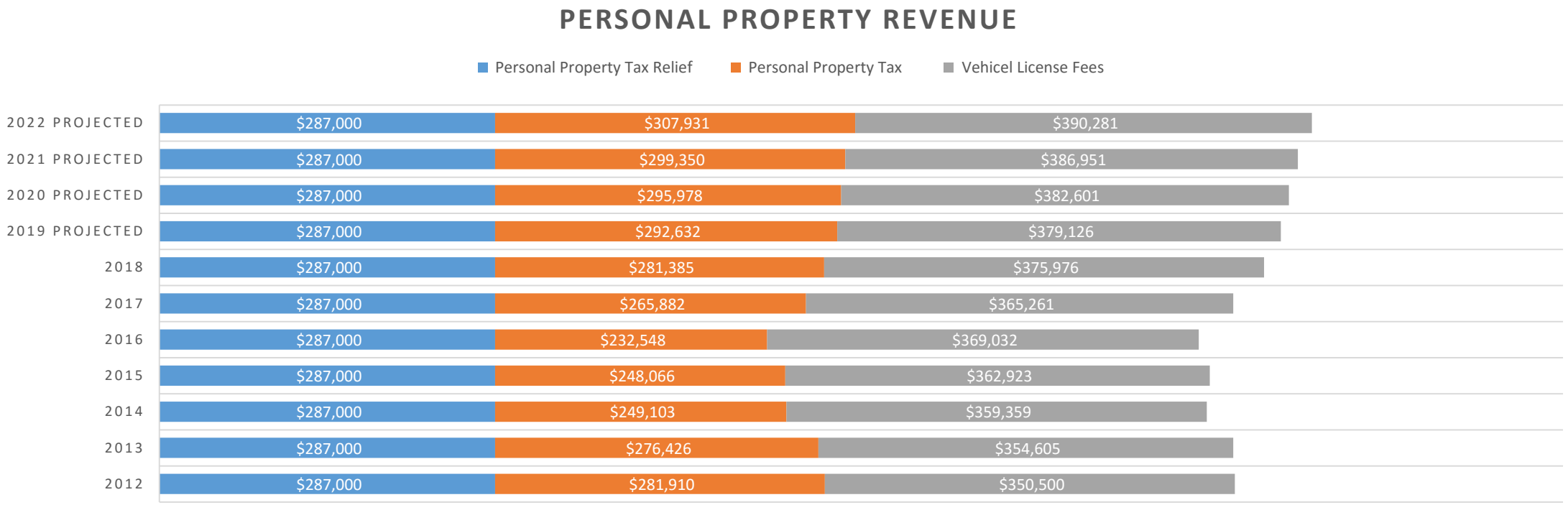
- Total Personal Property Value in which the Town assesses personal property tax has increased year over year
- Increase in value does not necessarily translate to additional revenue due to offset incurred from personal property tax relief, proration of taxes, and exoneration of tax
- Purchase of new vehicles increases value
- Tangible equipment from businesses included in property values
- Rate of growth greater from 2015-2016 of 4.8%
- Average growth rate from 2011-2018 is 2.9%
- Growth rate from 2017 to 2018 was 3.37%



Personal Property Tax Relief



- Personal Property Tax Relief is credited to qualifying personal use vehicles.
- Commonwealth of Virginia has paid the Town of Front Royal $287,000 each year since 2005 based on a cap set by the 2005 General Assembly.
- The Town is mandated to equalize the tax relief rate by the Commonwealth of Virginia.
- The Town's personal property tax relief rate for qualifying vehicles/values in 2018 was 60%. Based on the 2016-2018 trend the personal property tax relief rate will need to be adjusted to 56% for 2019.



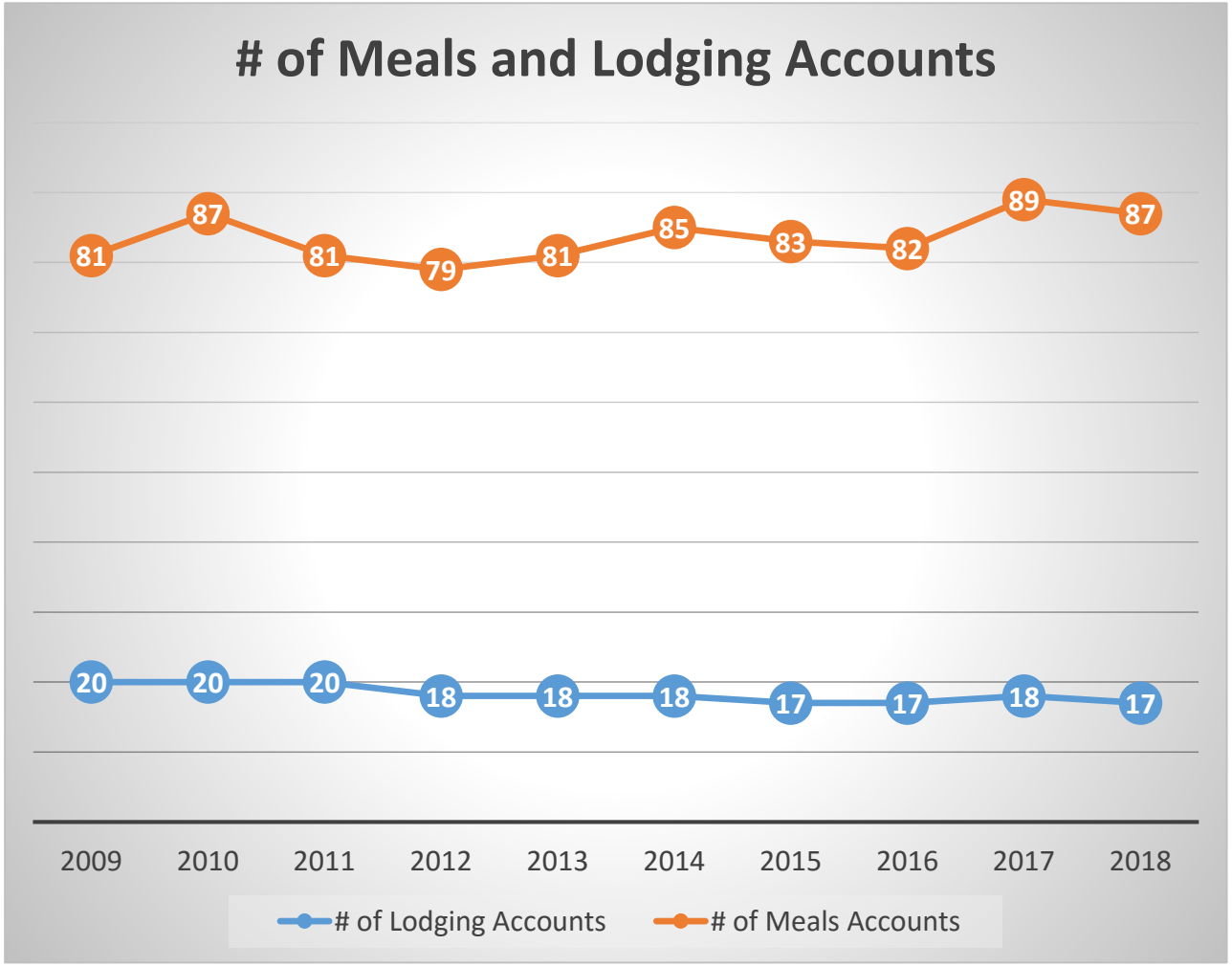
- Personal Property Tax Relief received from the Commonwealth remains consistent
- Personal Property Tax rates remain same from 2011-2018
- Increase from 2016 to 2017 was due to equalization of the Personal Property Tax Relief as mandated by the Commonwealth of Virginia.
- Projected Personal Property Tax revenue is anticipated to continue to increase based on trends and expected development.

Business Professional Occupational Licensing

- Spike in 2016 is associated with an effort made by Department of Finance and Department of Planning and Zoning to collect on delinquent BPOL and businesses that had not obtained proper licensing
- A slight decrease of about 2% from 2017 to 2018; partially due to several new businesses taking advantage of the Town's Tourism Incentive Program
- Projections account for additional business being conducted in the Town within the next few years and new business outside of Tourism/Technology Zones being constructed.
- Greater growth in BPOL is expected after 5-10 years when the exemptions expire. (2023-2028)
- Although 2018 saw a slight decrease in the growth of BPOL, revenue is forecasted to continue at this time with anticipation of new businesses

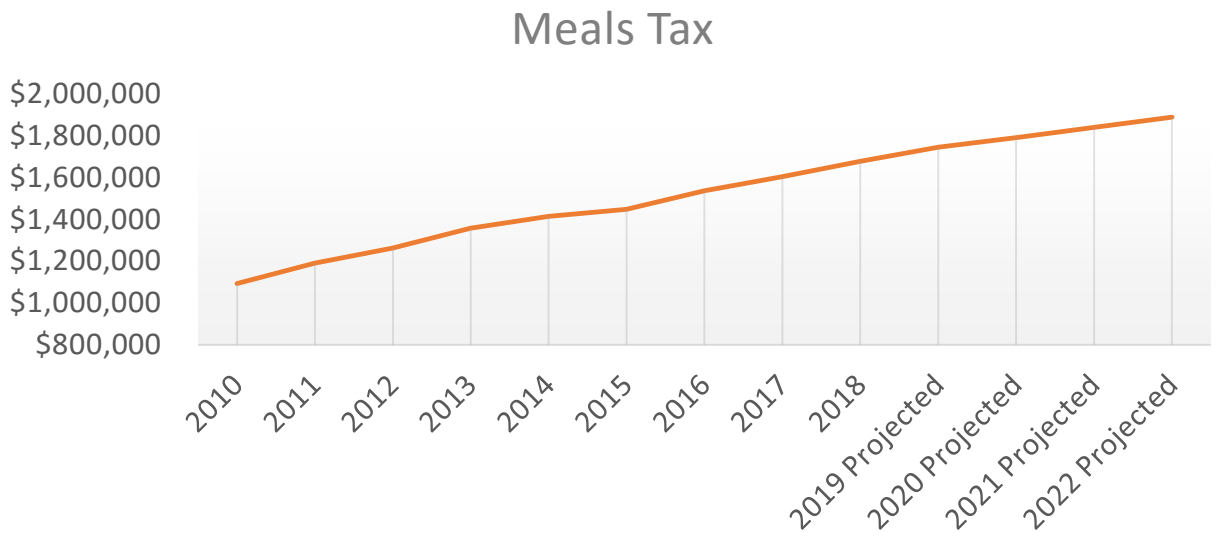
Meals & Lodging Tax

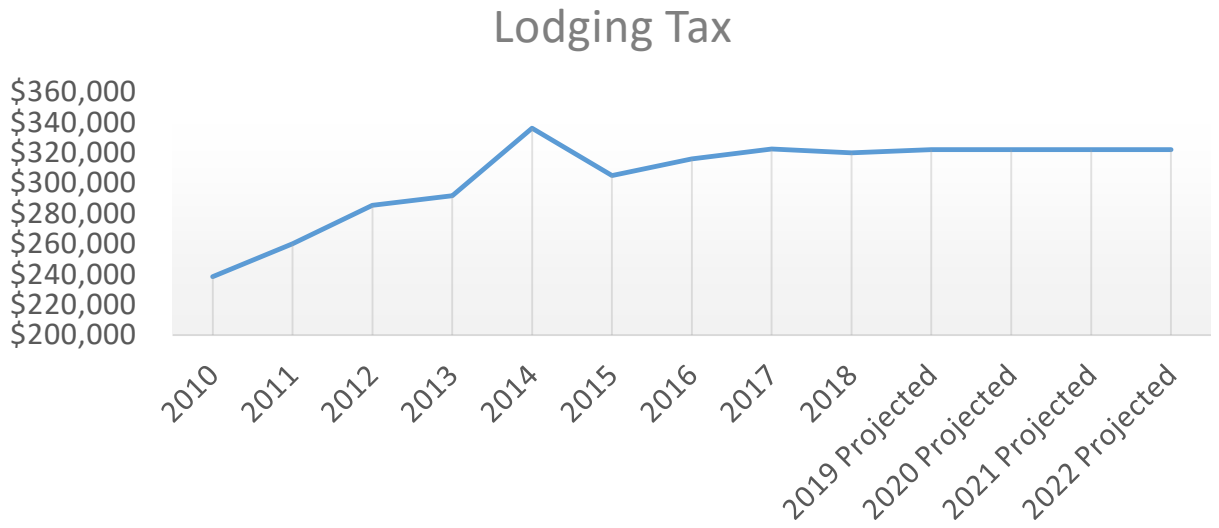
- Number of meals tax accounts from 2016 to 2017 increased by 7
- In 2018 the number of meals tax accounts decreased by 2
- Number of lodging tax accounts decreased by 1 from 2017 to 2018

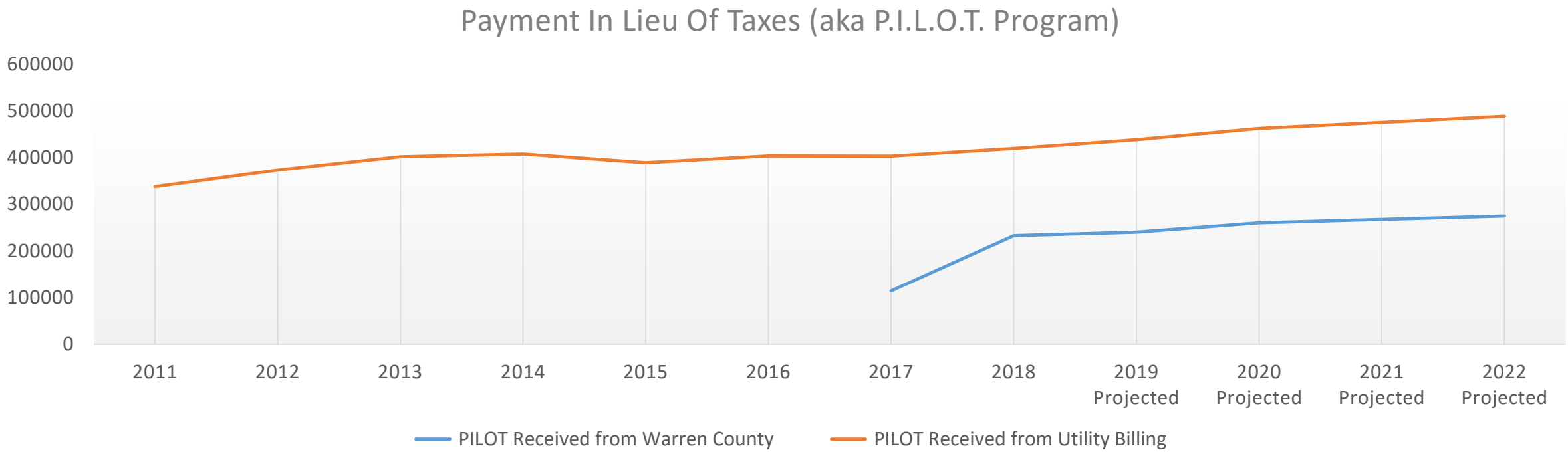


Meals & Lodging Tax

- Meals tax has increased year over year for the last eight years an average of 5% each year and has continued this trend into FY19
- Meals growth rate in FY19 is slightly higher than FY20-22 due to at least one new restaurant that is anticipated to open in FY19.
- Decrease in meals growth and lodging revenue in FY15 may be partially associated to large construction projects being completed, which resulted in employees leaving the area.
- Lodging tax revenue for FY18 slightly decreased when compared to FY17; decrease of approximately 1%.
- Lodging tax is projected to remain fairly level



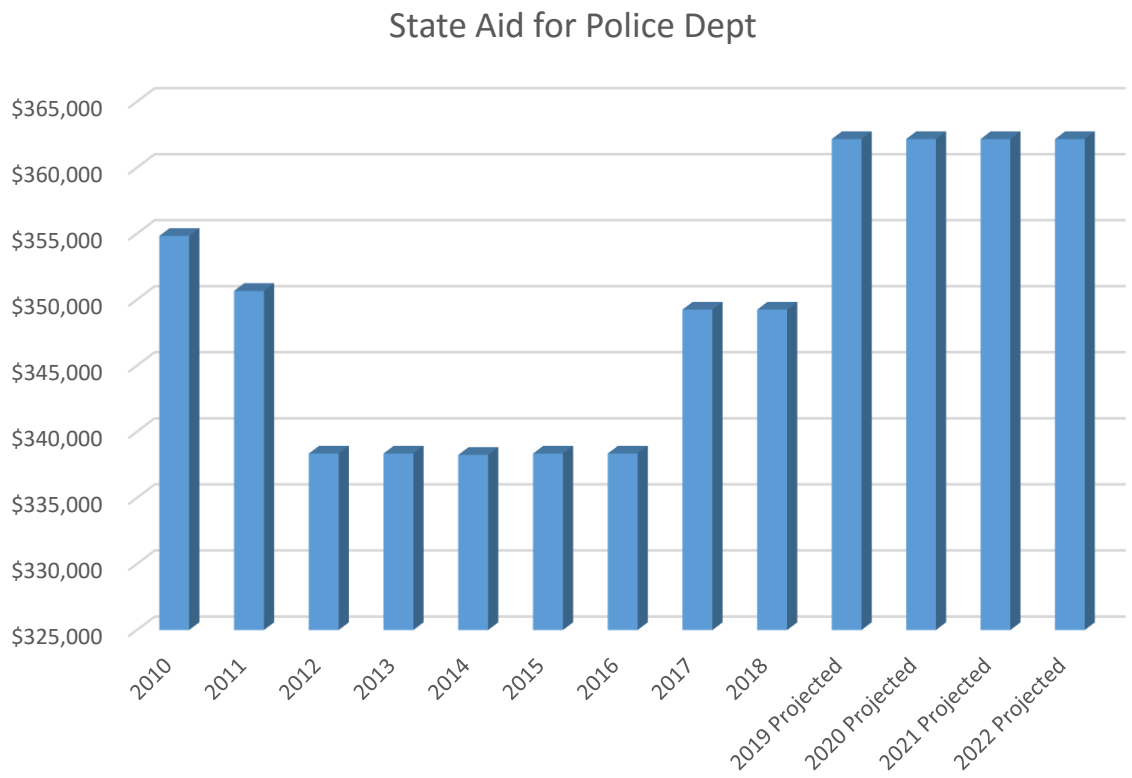




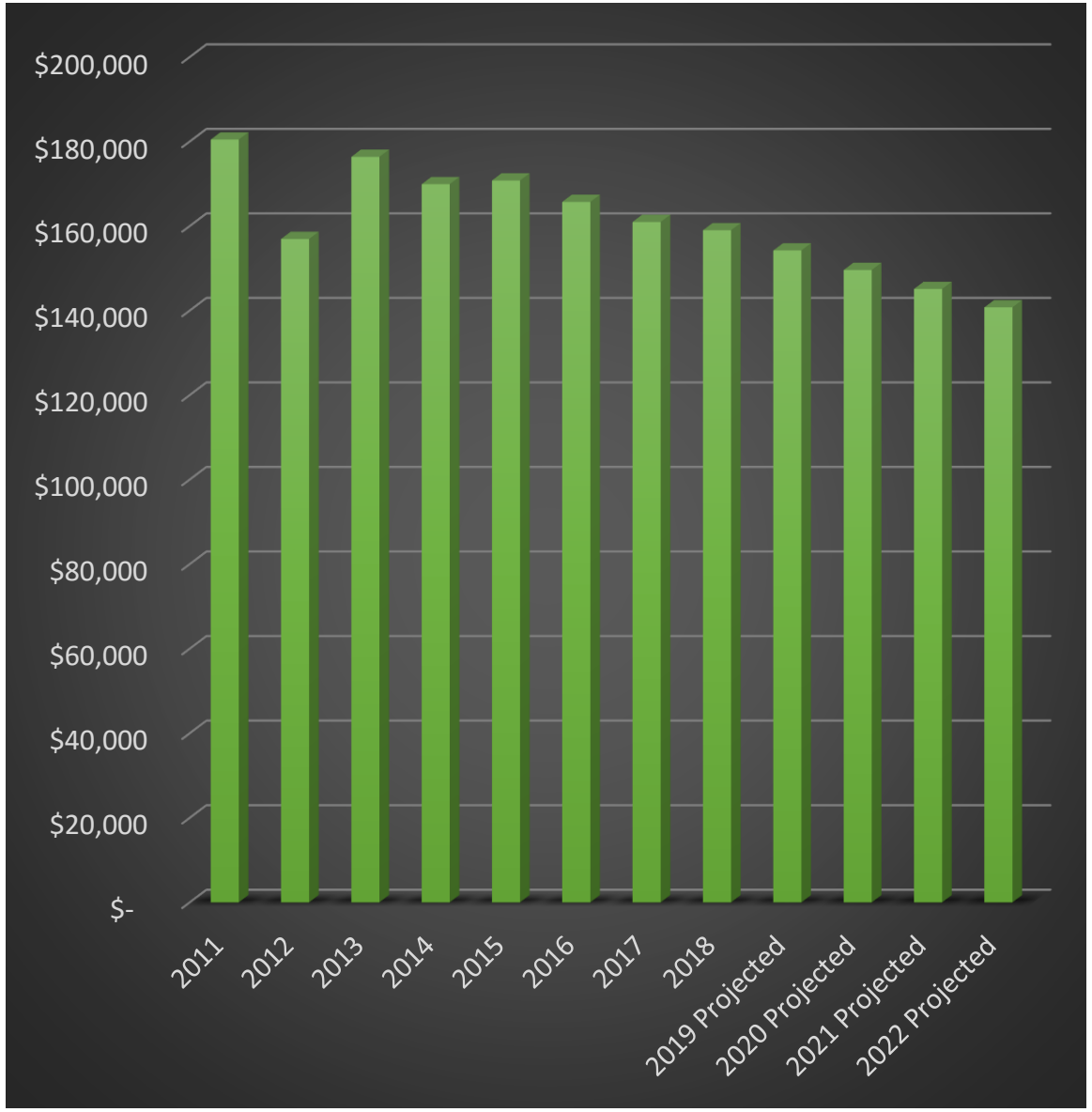
- Slight decrease in 2017 for PILOT collected from utility billing; partially due to a few businesses closing; some of these properties reopened in 2018 as new businesses
- Increase of 4% from 2017 to 2018 for PILOT collected through utility billing
- PILOT revenue is expected to have more of an increase in 2020 due to growth in the corridor with new businesses coming and/or construction being completed on some projects
- PILOT revenue received from Warren County for the collection of meals tax shows an increase of 1.2% increase from 2017 to 2018; lodging tax shows an 8% increase
  - This trend is opposite of the trend observed of meals/lodging tax revenue from businesses located within Town limits. Trend within Town limits shows a larger increase in meals tax revenue and lodging tax remaining level

State Aid for Police Department

- HB599 Funding of 1979 distributes aid to localities based on general fund revenue received by the Commonwealth of Virginia
- Decrease shown from 2011 to 2012
- Relatively stable since 2012-2016
- 2017 had a 3.2% increase
- 2019 revenue is currently showing a 4% increase
- Revenue for 2020 is anticipated to remain level based on information received at the Jan 2019 VML Finance Forum



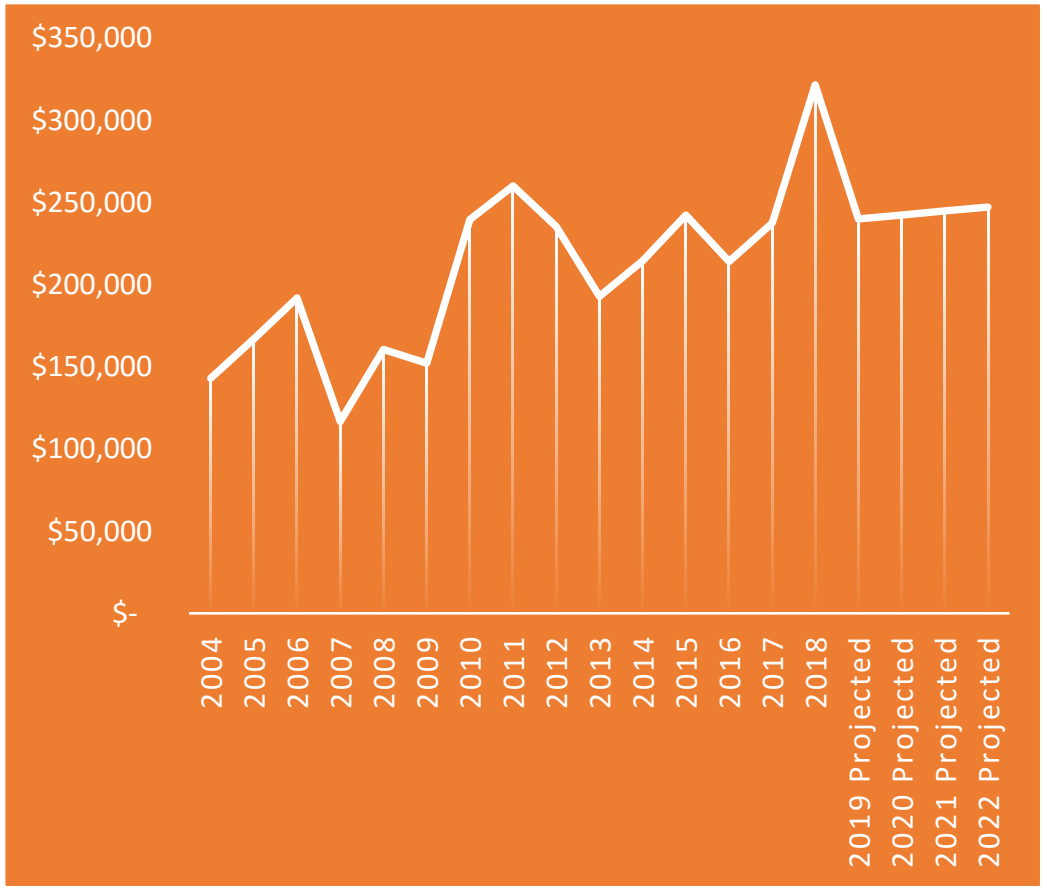
Communications Tax



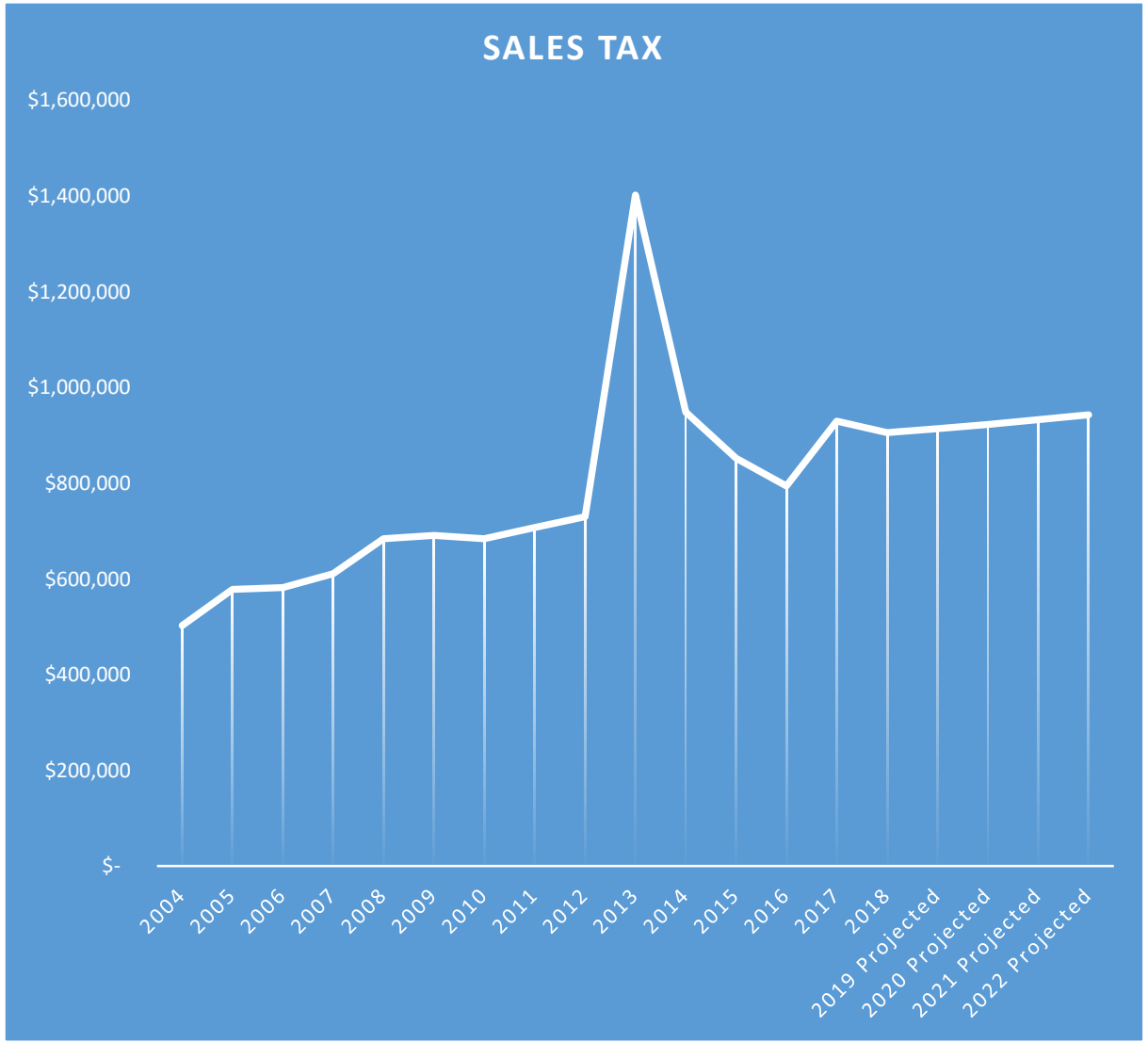
- Communication service providers are responsible for remitting communication tax to the Commonwealth of Virginia's Department of Taxation.
- The Department of Taxation then distributes communication tax proportionally to localities
- Report given by the Senate Finance Committee reported that the use of prepaid calling cards is causing a decrease in communication sales and use tax because the service provider is not the entity conducting the sale of the prepaid card
- The Commonwealth realizes the concern of revenue loss and continues to work on a solution
- The average decrease in revenue year over year from 2016 through 2018 was -3%.
- Currently 2019 is trending at -6% decrease when compared to 2018
- Revenue received from communication tax is anticipated to decrease until the Commonwealth of Virginia makes a change to their collection policies and procedures

Bank Stock Tax

- Bank stock tax represents 2% of the Town's FY19 Budgeted General Fund Revenue and 0.5% of total budget
- Calculated based on reports sent to the Commonwealth of Virginia by the bank. Disbursements are then made by the bank directly to locality
- Based on the taxable value of the shares of stock in any bank located in Town
- Federal Credit Unions and Thrifts are not subject to bank stock tax
- Bank stock tax is difficult to predict because a smaller number of bank accounts may reflect a substantial amount of the bank's share of stock used when calculating bank stock tax
- FY2018 is a peak for at least the last 14 years
- History shows that there is usually a peak followed by a valley; so revenue has been forecasted to decrease to similar amounts seen in 2015/2017, with a slight increase



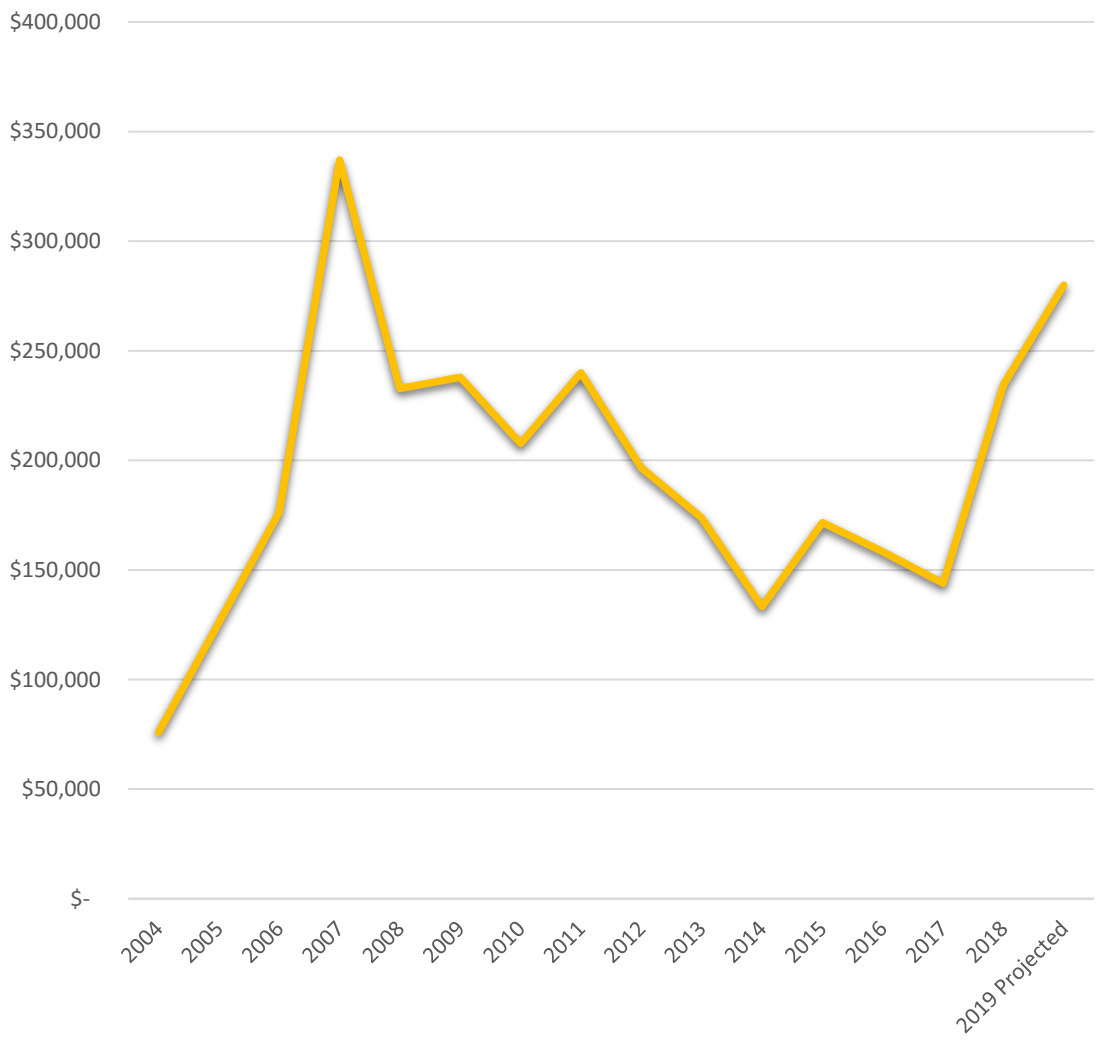
Sales Tax



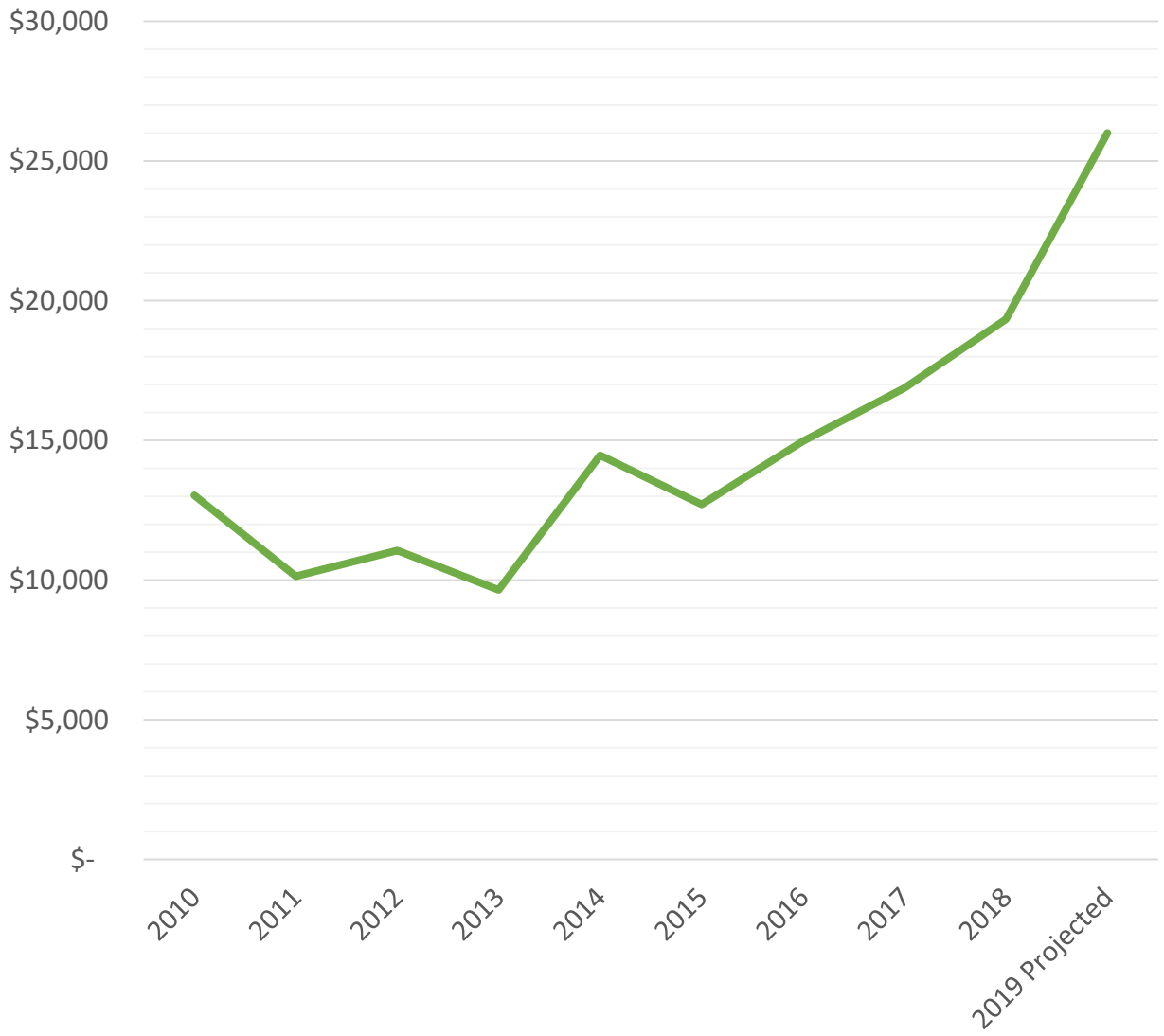
- Virginia Department of Taxation distributes 1% of sales and use tax collected to the locality (Warren County) where the consumer purchased or used the tangible personal property
- Warren County then remits a portion to the Town based upon school enrollment
- Spike in 2013 is attributed to a major construction project in the area, once the project was completed the revenues returned to normal
- 2018 shows a slight decrease when compared to 2017; as was predicted by the Commonwealth of Virginia's forecast
- December 2018 figures show a 2% increase when compared to December 2017
- Projecting a slight increase for 2019-2021 based on the Commonwealth of Virginia's forecasted increase of 2.8% and new development projects around the area

Town Fines

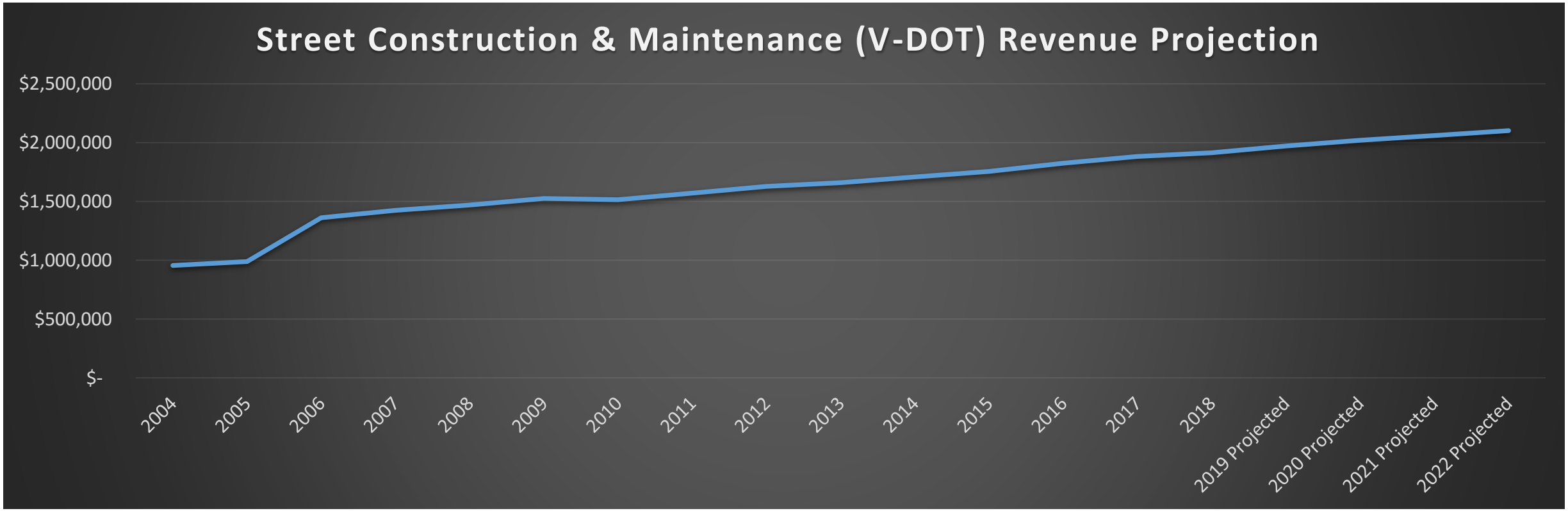
- Fines issued by the Police Department for violations
- Increase in 2017 & 2018 is associated with more tickets being issued
- Purpose for issuing tickets is not to generate revenue, but to increase safety; the Town must have a budgeted line item to receive revenue
- Traffic enforcement unit works to solve traffic problems and increase safety on Town streets by enforcing the traffic code; particularly in problem areas which can be shown with crash data that illustrates the effectiveness of this unit



Visitors Center Income



- The Town's Visitors Center receives revenue from sales of local merchandise. This revenue is received into the General Fund as a whole and the General Fund funds the Tourism Department.
- Note that all Town Lodging Tax is allocated to the Visitors Center.
- The Visitors Center began enhancing sales by self-promotion including:
  - Mailing of brochures in utility bills
  - Panels on the outside of the Visitor Center
  - Promoting on social media
- FY19 revenue from July-December 2018 is approximately $17,000; which is greater than the annual sales for the previous several years.
- Revenue from the Visitors Center is expected to increase with additional merchandise displays being added.



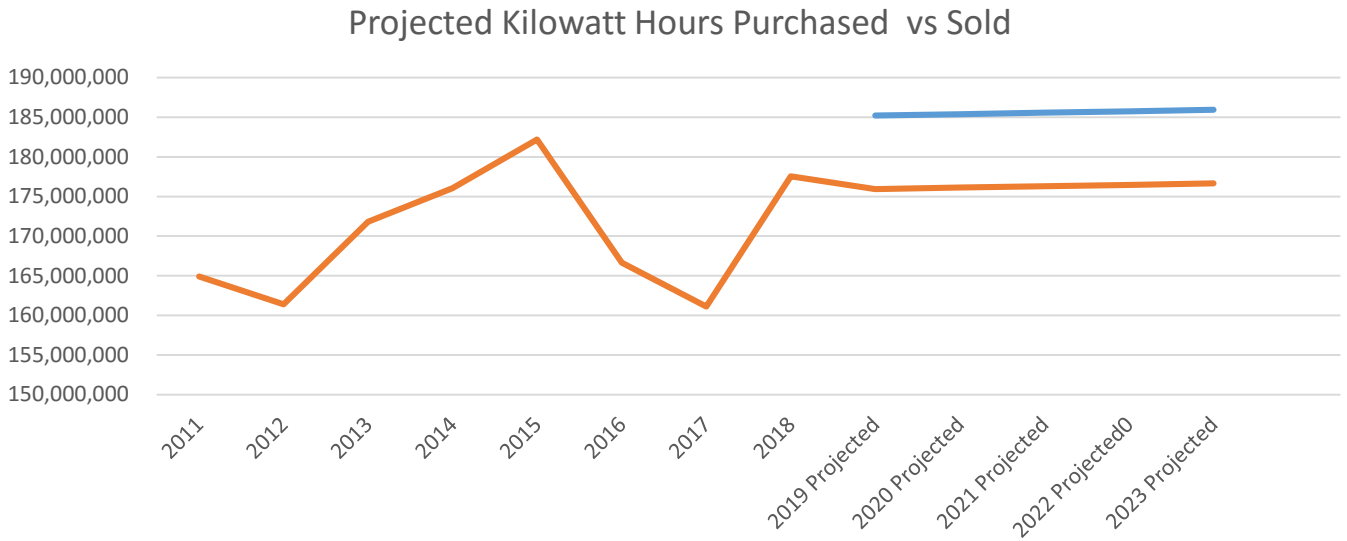
- Town receives funding from the Commonwealth of Virginia for street maintenance and operating costs
- FY19 shows an increase of approximately 2.99% when compared to FY18
- Senate Finance Committee is projecting a 3.1% growth for FY20, but growth does not necessarily translate to additional distribution to localities
- Projecting an increase of 2.5% for FY20 and 2% increase for FY21-22

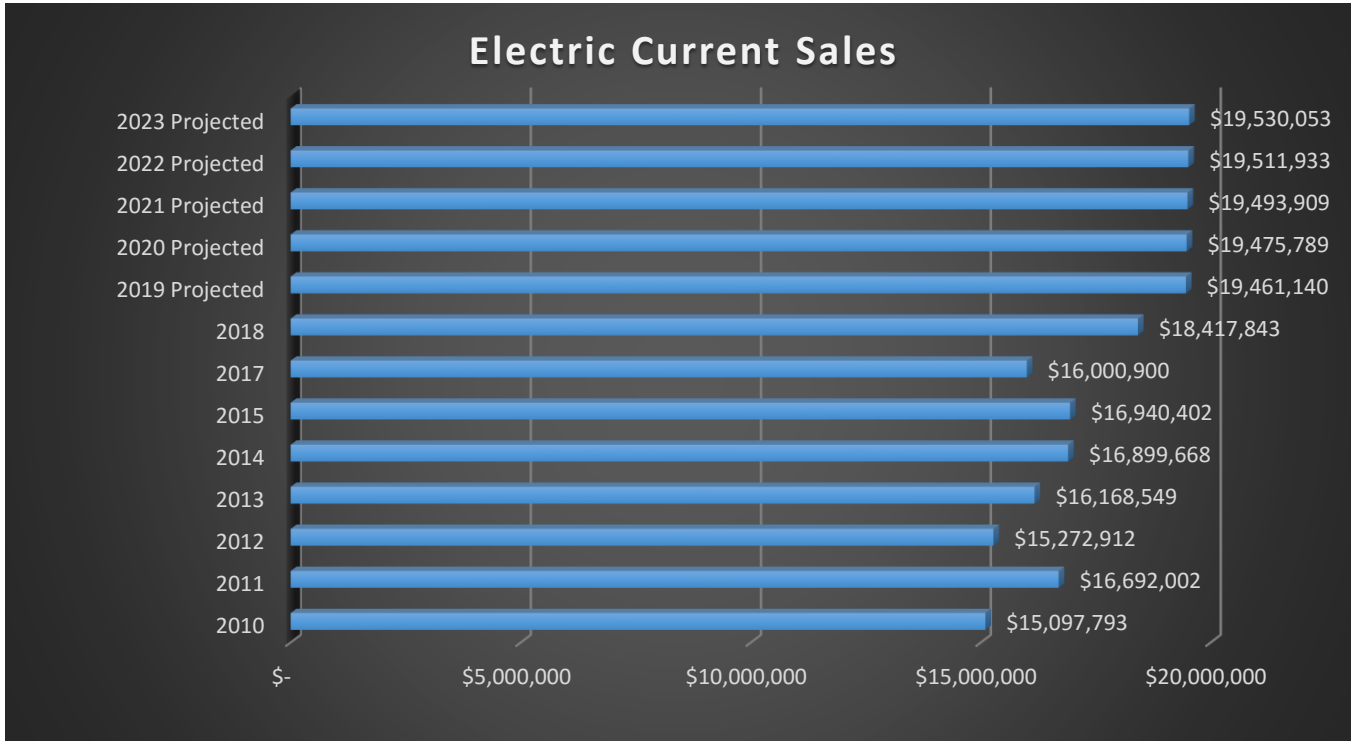
Revenue Sharing

- Revenue sharing from the Commonwealth of Virginia allows the state and locality to share expense on projects. At this time the Town does not have confirmation of any projects in FY20 that will be part of the Revenue Sharing Program.
- The Town has applied for the Primary Extension Program, which will provide additional funding for paving projects.
- The Town will receive notification in April 2019 regarding the possibility of additional funding from the Primary Extension Program.

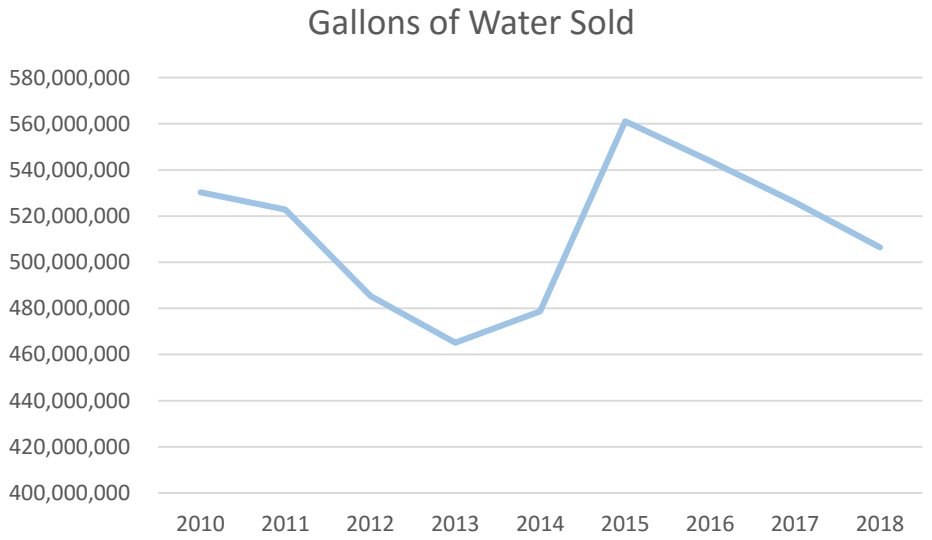
Electric Current Sales

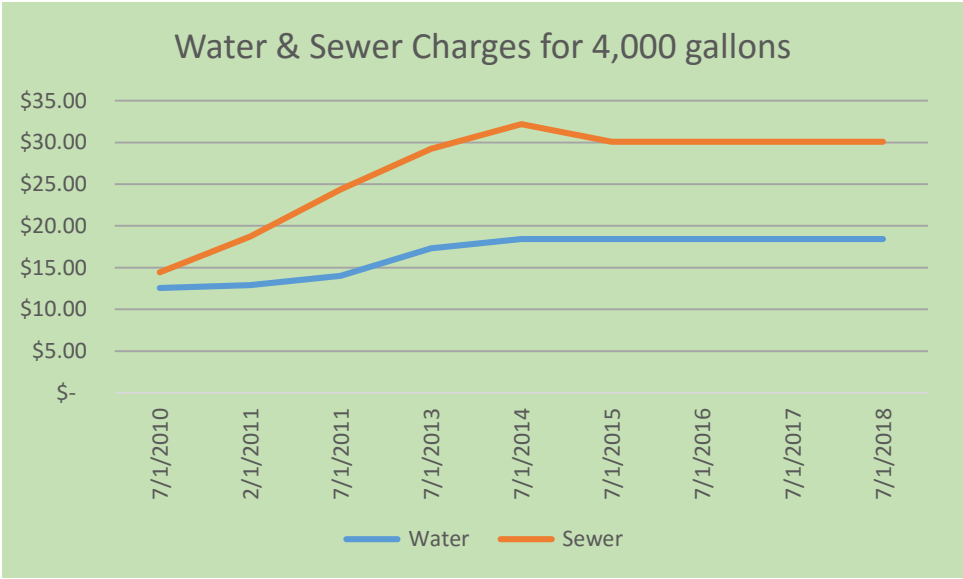
- AMP Ohio's projected sales forecast for long-term sustainability has been incorporated into the revenue forecast, as well as anticipated construction of new properties, normal weather conditions, and current electric rates
- Electric revenue directly relates to the amount/cost of electric purchased by the Town & amount used by consumers
- FY19 revenue from electric is currently tracking on targeted budgeted amounts
- Congestion charges incurred by the Town require the Power Cost Adjustment to be adjusted periodically, either raised or decreased based on charges received by the Town
- Electric Current Sales Revenue is projected to slightly increase year over year





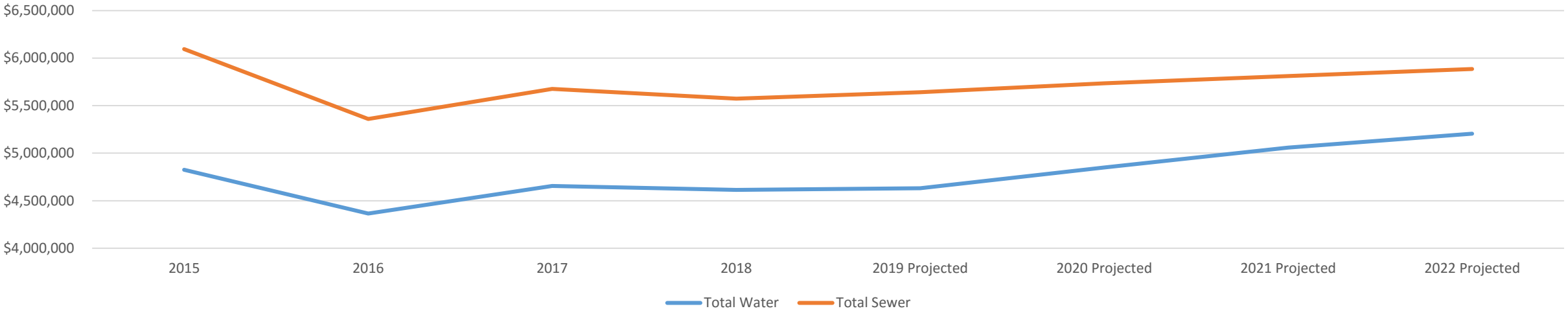
Gallons of Water Sold & Rates





- Gallons of water sold by the Town decreased from 2015-2018
  - 2015/2016 a heavy commercial user was doing some testing
- Weather has an impact on water/sewer just as electric
- Rate increases were necessary due to state regulations that required updates to the water treatment plant and waste water treatment plant
- Sewer rate decrease in 2015 was due to the Town obtaining a zero interest loan for the waste water treatment plant expansion.
- The Town plans to have an updated study done for water/sewer rates once more information is available on major water/sewer capital projects

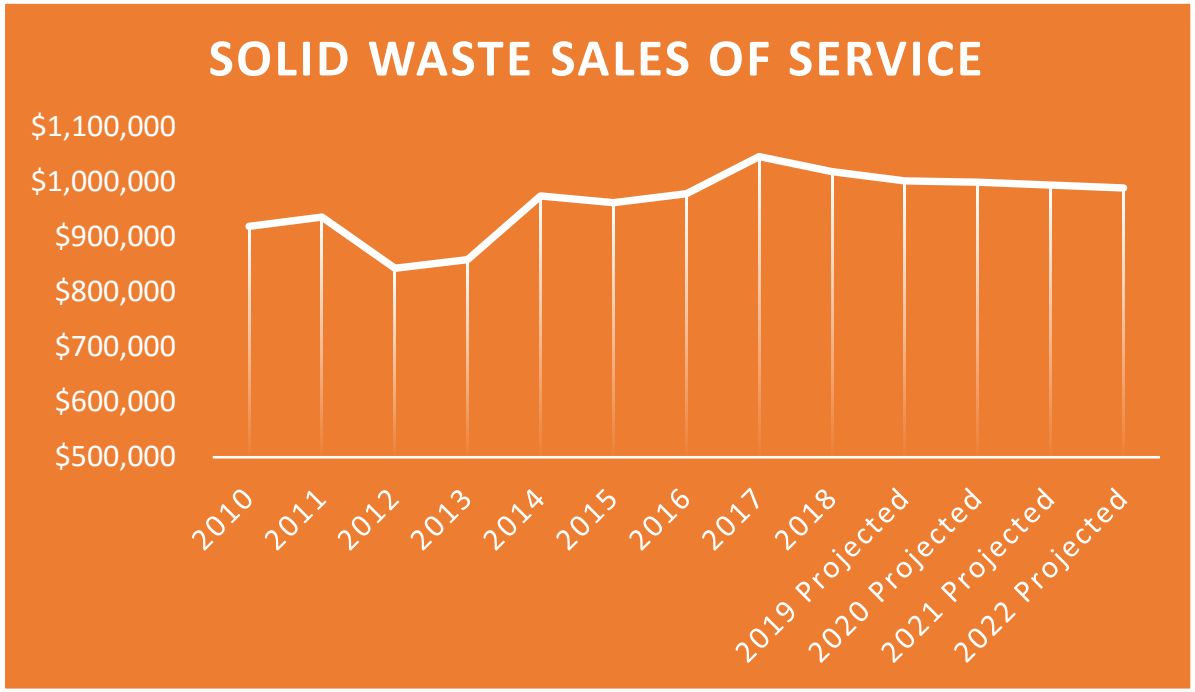
Sales of Water & Sewer



- The 2015 spike in sales of water and sewer coincide with the trend seen in gallons of water sold
- Sales of water and sewer are difficult to forecast due to the weather. Ambient temperatures play a major role for some commercial user's water consumption.
- Amount of rainfall will also impact water usage due to the necessity of watering lawn, athletic fields, and gardens
- Overall water sales decreased -1% and sewer sales decreased -2% from 2017 to 2018
- Revenues are projected to increase due to growth in and around town
  - Changes in amounts due to contractual obligations for commercial users have been taken into account for projections

Solid Waste Sales of Service

- Rates for refuse service are flat rates based upon the type of container and/or type of service received
- The tipping fee was added in 2010
- The number of commercial refuse customers decreased from 2011-2012 causing a decrease in revenue
- Refuse rates were increased in July 2013 and July 2016
- Solid Waste Sales of Service increased in 2017 due to the rate increase
- Sales of Service decreased in 2018 due to less commercial customers than 2017
- Years 2019-2022 are projected to decrease slightly each year due to a decrease in commercial service customers



Questions or Comments?

Summary of Revenue Forecast FY19-22

Fund	Account	% of FY19 Budget	Actual 2010	Actual 2011	Actual 2012	Actual 2013	Actual 2014	Actual 2015	Actual 2016	Actual 2017	Actual 2018	Projected 2019	Projected 2020	Projected 2021	Projected 2022
General	Real Estate Tax	3.4%	$ 1,465,628	$ 1,155,805	$ 1,210,089	$ 1,219,030	$ 1,453,565	$ 1,454,283	$ 1,514,842	$ 1,557,900	$ 1,558,662	$ 1,620,894	$ 1,636,441	$ 1,648,840	$ 1,658,092
General	Personal Property Tax	0.8%	$ 400,247	$ 298,584	$ 281,910	$ 276,426	$ 249,103	$ 248,066	$ 232,548	$ 265,882	$ 281,385	$ 292,632	$ 295,978	$ 299,350	$ 307,931
General	Auto Decals	0.8%	$ 174,686	$ 299,424	$ 350,500	$ 354,605	$ 359,359	$ 362,923	$ 369,032	$ 365,261	$ 375,976	$ 379,126	$ 382,601	$ 386,951	$ 390,281
General	Personal Property Tax Relief	0.6%	$ 575,726	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000	$ 287,000
General	B.P.O.L.	1.6%	$ 607,413	$ 625,476	$ 610,295	$ 648,407	$ 665,177	$ 676,364	$ 788,453	$ 726,367	$ 711,285	$ 721,398	$ 730,776	$ 740,276	$ 749,899
General	PILOT (Warren County)	0.5%								$ 113,937	$ 232,563	$ 239,708	$ 259,920	$ 267,198	$ 274,679
General	Bank Stock Tax	0.5%	$ 239,686	$ 259,987	$ 235,301	$ 192,936	$ 214,502	$ 242,410	$ 214,201	$ 237,415	$ 321,606	$ 240,000	$ 242,400	$ 244,824	$ 247,272
General	State Aid - Police Dept	0.8%	$ 354,833	$ 350,664	$ 338,352	$ 338,352	$ 338,352	$ 338,352	$ 338,352	$ 349,248	$ 349,248	$ 362,168	$ 362,168	$ 362,168	$ 362,168
Streets	Street Construction (V-DOT)	4.3%	$ 1,515,389	$ 1,570,650	$ 1,628,936	$ 1,660,012	$ 1,708,888	$ 1,755,864	$ 1,826,072	$ 1,882,720	$ 1,914,208	$ 1,971,368	$ 2,020,652	$ 2,061,065	$ 2,106,409
General	Sales Tax - Warren County	2.0%	$ 684,300	$ 707,495	$ 730,391	$ 1,402,458	$ 943,728	$ 852,134	$ 794,164	$ 930,123	$ 905,904	$ 914,057	$ 922,923	$ 933,075	$ 943,339
General	Lodging Tax	0.7%	$ 238,421	$ 260,101	$ 285,244	$ 291,536	$ 336,088	$ 304,883	$ 315,910	$ 322,298	$ 319,911	$ 322,000	$ 322,000	$ 322,000	$ 322,000
General	Meals Tax	3.6%	$ 1,092,235	$ 1,190,102	$ 1,262,197	$ 1,356,813	$ 1,414,207	$ 1,447,956	$ 1,536,311	$ 1,603,879	$ 1,676,579	$ 1,743,642	$ 1,790,720	$ 1,839,069	$ 1,888,724
General	PILOT - Utility Bills	0.9%	$ 307,158	$ 337,469	$ 372,920	$ 401,492	$ 407,661	$ 389,041	$ 403,582	$ 402,921	$ 419,217	$ 438,080	$ 462,160	$ 475,101	$ 488,403
General	Communication Tax	0.3%	$ 178,294	$ 180,489	$ 156,957	$ 176,398	$ 169,927	$ 170,799	$ 165,738	$ 160,990	$ 159,020	$ 148,566	$ 144,109	$ 139,786	$ 135,592
General	Town Fines	0.4%	$ 207,686	$ 239,897	$ 196,549	$ 173,881	$ 133,259	$ 171,585	$ 158,298	$ 143,839	$ 234,557	$ 280,000	$ 260,000	$ 260,000	$ 260,000
General	Visitor Center Income	0.04%	$ 13,032	$ 10,136	$ 11,055	$ 9,653	$ 14,466	$ 12,707	$ 14,977	$ 16,871	$ 19,339	$ 26,000	$ 28,000	$ 29,000	$ 30,000
Electric	Electric Current Sales	42.3%	$ 15,097,793	$ 16,692,002	$ 15,272,912	$ 16,168,549	$ 16,899,668	$ 16,940,402	$ 16,360,299	$ 16,000,900	$ 18,417,843	$ 19,461,140	$ 19,475,789	$ 19,493,909	$ 19,511,933
Water	Water Sales	10.1%	$ 2,646,149	$ 3,184,338	$ 3,031,057	$ 3,088,122	$ 3,679,469	$ 4,826,349	$ 4,364,847	$ 4,656,307	$ 4,613,203	$ 4,631,747	$ 4,849,291	$ 5,058,528	$ 5,205,617
Sewer	Sewer Sales	11.9%	$ 2,602,483	$ 3,254,459	$ 3,938,478	$ 4,020,620	$ 4,364,534	$ 6,094,967	$ 5,360,723	$ 5,675,883	$ 5,572,385	$ 5,640,265	$ 5,734,528	$ 5,810,258	$ 5,885,988
Refuse	Solid Waste Sale of Service	2.2%	$ 918,658	$ 935,463	$ 842,809	$ 858,448	$ 986,168	$ 961,938	$ 977,831	$ 1,045,382	$ 1,018,002	$ 1,001,367	$ 999,168	$ 993,834	$ 988,500
		87.9%	$ 29,319,816	$ 31,839,541	$ 31,042,952	$ 32,924,738	$ 34,625,121	$ 37,538,023	$ 36,023,180	$ 36,745,124	$ 39,387,892	$ 40,721,157	$ 41,206,624	$ 41,652,231	$ 42,043,828

Total General Fund	$ 6,539,344	$ 6,202,629	$ 6,328,760	$ 7,128,987	$ 6,986,394	$ 6,958,503	$ 7,133,407	$ 7,483,932	$ 7,852,251	$ 8,015,270	$ 8,127,196	$ 8,234,638	$ 8,345,382
Increase/Decrease % from Prior Year		-5.15%	2.03%	12.64%	-2.00%	-0.40%	2.51%	4.91%	4.92%	2.08%	1.40%	1.32%	1.34%
Total Street Fund	$ 1,515,389	$ 1,570,650	$ 1,628,936	$ 1,660,012	$ 1,708,888	$ 1,755,864	$ 1,826,072	$ 1,882,720	$ 1,914,208	$ 1,971,368	$ 2,020,652	$ 2,061,065	$ 2,106,409
Increase/Decrease % from Prior Year		3.65%	3.71%	1.91%	2.94%	2.75%	4.00%	3.10%	1.67%	2.99%	2.50%	2.00%	2.20%
Total Electric Fund	$15,097,793	$ 16,692,002	$15,272,912	$ 16,168,549	$ 16,899,668	$16,940,402	$16,360,299	$16,000,900	$18,417,843	$ 19,461,140	$19,475,789	$19,493,909	$ 19,511,933
Increase/Decrease % from Prior Year		10.56%	-8.50%	5.86%	4.52%	0.24%	-3.42%	-2.20%	15.11%	5.66%	0.08%	0.09%	0.09%
Total Water Fund	$ 2,646,149	$ 3,184,338	$ 3,031,057	$ 3,088,122	$ 3,679,469	$ 4,826,349	$ 4,364,847	$ 4,656,307	$ 4,613,203	$ 4,631,747	$ 4,849,291	$ 5,058,528	$ 5,205,617
Increase/Decrease % from Prior Year		20.34%	-4.81%	1.88%	19.15%	31.17%	-9.56%	6.68%	-0.93%	0.40%	4.70%	4.31%	2.91%
Total Sewer Fund	$ 2,602,483	$ 3,254,459	$ 3,938,478	$ 4,020,620	$ 4,364,534	$ 6,094,967	$ 5,360,723	$ 5,675,883	$ 5,572,385	$ 5,640,265	$ 5,734,528	$ 5,810,258	$ 5,885,988
Increase/Decrease % from Prior Year		25.05%	21.02%	2.09%	8.55%	39.65%	-12.05%	5.88%	-1.82%	1.22%	1.67%	1.32%	1.30%
Total Refuse Fund	$ 918,658	$ 935,463	$ 842,809	$ 858,448	$ 986,168	$ 961,938	$ 977,831	$ 1,045,382	$ 1,018,002	$ 1,001,367	$ 999,168	$ 993,834	$ 988,500
Increase/Decrease % from Prior Year		1.83%	-9.90%	1.86%	14.88%	-2.46%	1.65%	6.91%	-2.62%	-1.63%	-0.22%	-0.53%	-0.54%
TOTAL	$29,319,816	$ 31,839,541	$31,042,952	$ 32,924,738	$ 34,625,121	$37,538,023	$36,023,180	$36,745,124	$39,387,892	$ 40,721,157	$41,206,624	$41,652,231	$ 42,043,828
Increase/Decrease % from Prior Year		8.59%	-2.50%	6.06%	5.16%	8.41%	-4.04%	2.00%	7.19%	3.38%	1.19%	1.08%	0.94%