



## **Town & Business Quarterly Meeting Information and Updates**

July 9, 2024

*July 9, at 5:30pm, a Quarterly Town Hall was held, and a summary of the discussion is below.  
The next Quarterly Meeting is Tuesday, October 8 2024, at Town Hall at 5:30pm.*

## **TOWN OF OCCOQUAN NEWS**

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### **New Businesses**

Congratulations and welcome to the new businesses that opened (or are soon to open) in Occoquan this quarter!

- Blue Southern BBQ
- Cindy Fithian LLC

### **EV Chargers**

Four parking spaces in the small parking lot on the corner of Washington & Mill will be turned into EV Level 2 electronic vehicle charging spaces. The charging will be a paid service and it takes roughly 2 hours for a standard charge. There is not an exact date for the arrival of the chargers at this time. We will inform businesses when we have more information.

### **Mill at Occoquan**

The developer has applied for a permit to put their sales trailer on their property. This has been approved. No other movement to announce at this time.

### **River Mill Park Fairfax Water Main Break**

Flooding occurred in the park on June 27, 2024 as a result of a water main break from Fairfax Water. Small repairs, including landscaping have occurred. More plants will be added/refurbished after the heatwave.

### **Stormwater Pipe Repair**

Stormwater pipes are being repaired on Commerce and Union currently. This will affect parking from 7am-7pm and should be finished by Thursday, July 18, 2024.

### **Budget FY25 Adopted**

The FY25 budget has been adopted and can be found online at [occoquanva.gov/government/budget](https://occoquanva.gov/government/budget).

## Ogle Harris Dedication

The 100 block of Poplar Alley has received an honorary designation for Ogle Harris. Roughly 75 people were in attendance for the dedication event on June 29, including many members of the Harris family.

## RiverFest Island Naming Contest

Heron's Haven will become Craighill Isle this August (tribute to William Craighill, Army Corps of Engineers who appointed Chief of Engineers by President Cleveland in 1895). This suggestion was submitted by local, Brandon D'Andrea during RiverFest (June 1-2, 2024). A ceremony to take place later this summer, will be announced.

# VISIT OCCOQUAN NEWS

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## Updates

Visit Occoquan, Inc. is still in the process of applying for its **501c3 status**.

We are **seeking new board members** for the organizations. Interested parties may send a letter of interest to [info@visitoccoquanva.com](mailto:info@visitoccoquanva.com) by July 31, 2024 for consideration.

PWC Tourism is **filming an advertisement** in Occoquan on Monday, July 15, 2024. Businesses have been sent an email notice with additional details.

## Occoquan Visitor's Guide

The guide is now being produced on a 6-month rotation instead of 4-month, as a cost saving measure. Details can be found at [visitoccoquanva.com/visitorsguide](http://visitoccoquanva.com/visitorsguide) or in the emails that have been sent to business owners, explaining the changes. **More information is provided on the last 2 pages of this document.**

1/8 page size Display Ads are now available for purchase, as are Advertorials. Advertorials are editorial articles written specifically about (and paid for by) a business. 2-page and 4-page options are available.

Deadlines:

- Early Bird - July 24
- Last day to purchase - August 7
- Artwork Due - August 12
- Apply now at [visitoccoquanva.com/visitorsguide](http://visitoccoquanva.com/visitorsguide)

## Digital Marketing Workshop

Join us Wednesday, July 24 at 5:30pm at Town Hall for a Digital Marketing workshop. This event is FREE for Occoquan businesses to attend. The workshop will cover basics of digital marketing that all businesses should be doing, plus a deeper dive into social media, current trends, and why reminding your customers that you exist is important in this economy! There will be a hefty amount of time for Q&A and discussion with the group. No RSVP required.

# EVENTS

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## Fall Arts & Craft Show

The deadline to complete an application for RiverFest is **August 31, 2024!** Space is very limited this year. Limit is two booth spaces per in-town business at the reduced rate. Applications can be found at [occoquanfestivals.com](http://occoquanfestivals.com). Businesses must be in good standing with the Town to participate in town festivals.

## Upcoming Event Schedule

July 20	Music On Mill Concert
Aug 9	Trivia Night
Aug 17	Music On Mill Concert
Sep 13	Trivia Night
Sep 28-29	Fall Arts & Crafts Show
Oct 11	Trivia Night
Oct 18-19	Murder Mystery
Oct 26	Costume Parade
Nov 23	Tree Lighting & Firepits
Nov. 23 - Dec. 8	Shop, Dine & Win Contest
Dec. 7	Santa Arrives by Boat
Dec 13	Firelight Night
Jan 10, 2025	Firelight Night
Feb 14, 2025	Firelight Night

# OCCOQUAN POLICE DEPARTMENT

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Follow the Occoquan Police Department (OPD) on Instagram at @occoquan\_pd and sign up on [AlertOccoquan](#) via Everbridge to get updates on public safety/community initiatives. Businesses may contact OPD at 571-492-7274.

## National Night Out

Join us Tuesday, August 6 at 6pm in the parking lot under the Rt 123 bridge. Businesses may bring a table or set up a small vendor space if they would like. For more information or to participate, please contact Jason at [jforman@occoquanva.gov](mailto:jforman@occoquanva.gov).

# NEXT QUARTERLY TOWN HALL

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The next Quarterly Town Hall meeting will be held **Tuesday, October 8, 2024 at 5:30pm**. Questions about any of the above may be directed to:

- Town Hall at 703-491-1918
- Visit Occoquan at [info@visitoccoquanva.com](mailto:info@visitoccoquanva.com)

# OCCOQUAN VISITOR'S GUIDE

## FALL/WINTER 2024

The Occoquan Visitors Guide is a bi-annual publication produced by Visit Occoquan, Inc. in coordination with the Town of Occoquan, Virginia. The centerfold of the booklet is a map of Occoquan with a directory of businesses. The publication also contains information about upcoming events, helpful tourist details, and timely articles pertaining to the Occoquan community.

Printed copies of the Visitor's Guide are found in and around Occoquan, Virginia including the Occoquan Kiosks in front of the Mill House Museum and Mamie Davis Park, the Occoquan Town Hall, local hotels/lodging, and local businesses. Digital versions of the guide are available at [visitoccoquanva.com](http://visitoccoquanva.com) and [occoquanva.gov](http://occoquanva.gov).

The guide is printed twice a year: Fall/Winter (Sep-Feb) and Spring/Summer (Mar-Aug).



### Benefits of advertising:

- Be seen by visitors in and out of town in Occoquan's official visitor's publication.
- Offer timely discounts or incentives to your customers.
- Only advertisers have links to their business website included in the digital version of the guide!

## Display Ads

Display ads are ready-made, finished advertisements written and designed by the advertiser. They can promote a business, upcoming event, or organization.

<b>Fall/Winter 2024 Visitors Guide Rates</b> <i>(September 1, 2024 - February 28, 2025)</i>	<b>Early Bird Half Year</b>	<b>Regular Half Year</b>	<b>Full Year</b>	<b>OCQ Early Bird Half Year</b>	<b>OCQ Half Year</b>	<b>OCQ Full Year</b>
<i>Deadline to submit print-ready artwork</i>	8/12/24			8/12/24		
<i>Deadline to purchase ad space</i>	7/24/24	8/7/24	7/24/24	7/24/24	8/7/24	7/24/24
<b>Inside Front or Back Cover (8" x 10.5")</b>	\$1,639	\$1,839	\$2,899	\$1,199	\$1,399	\$2,149
<b>Full Page (8" x 10.5" vertical)</b>	\$1,229	\$1,339	\$2,199	\$889	\$999	\$1,599
<b>Half Page (8" x 5.25" horizontal)</b>	\$859	\$949	\$1,539	\$589	\$679	\$1,059
<b>1/4 Page (3.75" x 5" vertical)</b>	\$599	\$669	\$989	\$399	\$469	\$719
<b>1/8 Page (4" x 2.375" horizontal)</b>	\$399	\$449	\$719	\$249	\$299	\$445
<p>The OCQ discount is available to Town of Occoquan businesses and residents who are in good standing with the Town. Businesses must have a current Town of Occoquan business license to receive the discount.</p>						

For more information or to purchase an ad spot: [visitoccoquanva.com/visitorsguide](http://visitoccoquanva.com/visitorsguide)

# OCCOQUAN VISITOR'S GUIDE

FALL/WINTER 2024

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## Calendar of Events

Inside the visitors guide will be a classified style calendar of event, for public events taking place in the Occoquan regional area. There are two calendars that organizations and businesses may submit to:

- Events in Occoquan (free)
- Neighboring Community Events (\$15 per event)

**Events in Occoquan:** Events must be within the boundaries of Occoquan, Virginia and be hosted by an organization or business with a current Town of Occoquan business license. Free and paid events may be listed. Town businesses must be in good standing with the Town of Occoquan to be included. There is no cost to list your event.

**Neighboring Community Events:** Events outside out of the Town of Occoquan (but close in proximity) may be listed in this section. There is a \$15 fee (per event) to be included. Free and paid events may be listed. Discounts for nonprofits or bulk events may apply. Contact us at [info@visitoccoquanva.com](mailto:info@visitoccoquanva.com) for more information!

### Deadlines

Fall/Winter 2024 Issue  
Monday, August 12, 2024

Spring/Summer 2025 Issue  
Monday, February 10, 2025

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## Advertorials

Advertorials are paid editorial articles. Two and four page articles are available, on a very limited basis. Visit Occoquan only accepts advertorials that meet the mission and goals of the visitors guide, to further tourism in the Town of Occoquan.

- Two (2) page spread - \$1,599
- Four (4) page spread - \$2,199

This limited opportunity is only available to Occoquan businesses, in good standing with the Town of Occoquan.

What is included:

- One printed article in the Occoquan Visitor's Guide, distributed to roughly 7,000 people over 6 months.
- One digital blog article (identical to the printed version) on [visitoccoquanva.com](http://visitoccoquanva.com).
- One occurrence of social media promotion of the blog article, including tagged posts, on @visitoccoquan social media channels.

How it works:

- First, our editor will schedule a 30 minute consultation (in person, zoom, or phone) with you, to determine the subject and theme of the article.
- Next, we will coordinate a photo shoot of the business and/or subjects included in the article (typically 30-60 minutes).
- Once the first draft of the article is written, it will be provided to advertiser for edits.
- 10-20 edited photos from the photo shoot, provided in a digital format, for your business's use.

### Deadlines

Fall/Winter 2024 Issue  
Wednesday, July 10, 2024

Spring/Summer 2025 Issue  
Friday, January 10, 2025

For more information or to purchase an ad spot: [visitoccoquanva.com/visitorsguide](http://visitoccoquanva.com/visitorsguide)