



Town Hall Quarterly Meeting Town and Business Information and Updates

July 11, 2023

*July 11, at 5:30pm, a Quarterly Town Hall was held, and a summary of the discussion is below.
The next Quarterly Meeting is October 10, 2023, at Town Hall at 5:30pm.*

TOWN NEWS

FY24 Annual Budget

The FY24 Town of Occoquan Budget was passed on May 6 and is posted on the Town's website: occoquanva.gov/government/budget/. The FY 2024 Adopted Budget increases the meals tax rate from 3 percent to 3.5 percent. Additionally, the FY 2024 Adopted Budget reduces the Town's Real Estate tax rate from \$0.12 to \$0.116 per \$100 of assessed value. The 2024 [Business, Professional and Occupational License](#) (BPOL) dates have been changed. BPOL applications as well as payments are now both due **March 1, 2024**.

Fall Weekend Shuttle Service

Town has been researching additional parking opportunities including a parking deck and shuttle service. Town Council has directed staff to move forward with identifying a vendor to provide free weekend shuttle service starting in the fall. More to follow once funding has been secured.

Riverwalk and Mill at Occoquan Updates

The Berkley Group is assisting the Town with a plan to extend the Occoquan Riverwalk to connect to recreation destinations in the area. Input from the community has been solicited and the final report from Berkley is due later this month.

The Mill at Occoquan developer has responded to the community's comments and are now being reviewed by VDOT, PWC, and the Town. If approved, demo may begin by late fall.

Property Maintenance Code Enforcement

Effective July 1, Prince William County is the enforcement official for the Town for property maintenance. Enforcement starts this month and will be primarily complaint based and focused on structures, not landscaping.

Sign Code

The Town Council adopted an Ordinance at the June 6th meeting that made changes to the Sign Code for the Historic District. Below is a list of changes to the Sign Code:

- A-frame signs are now restricted to only **one** without a permit, must use a chalkboard, and not be made of plastic;
- Clarified the definitions and number limits of permanent signage;
- Changes to window signs, sign structures, and more.

For more information on the [Sign Code see Sign Permits Page](#) on Town Site or call Town Hall at 703-491-1918.

To Go Food Service

Notice to food service businesses: a Virginia [bill passed in 2021](#) states now that after **July 1, 2030** no restaurant in town may use expanded polystyrene containers to dispense food. Town eateries are encouraged to start considering conversion alternatives. A list of alternatives to EPC can be found here: [Alternatives to Expanded Polystyrene Guide](#).

Partnership Breakfast, August 1, 9am to 10:30am

During this open house, business owners can learn ways to boost their business through event sponsorships, advertising opportunities and other partnerships. Mayor Earnie Porta and staff will talk with local business owners in and outside of town about new opportunities and increased tourism initiatives. Stop by anytime between 9:00am and 10:30am for a chance to network. This event is free but registration is required. Sign up at visitoccoquanva.com/partnership to attend.

Town Art Projects

In a continuing effort toward town beautification, the Town hosted a muralist contest for artwork on the retaining wall at the entrance to town at Rt 123 and Commerce. Finalists will go before Town Council to discuss their ideas on July 18th. More public art projects are in the works.

TOWN EVENTS

The popular **Trivia Night** series has begun and goes through October.

The **Music on Mill** summer concert series runs through September 2. [More Info](#)

National Night Out, August 1, at 6pm

National Night Out enhances the relationship between neighbors and law enforcement while bringing back a true sense of community. Come out and celebrate with the Occoquan Police Department on August 1, starting at 6pm, in the lot under the Rt 123 Bridge.

Discover Occoquan, August 11-13

Treasure Hunt, Saturday, August 12 from 11am-4pm

Kids, adults, and families are all invited to solve fun clues around towns to win prizes in our Town Treasure Hunt. The hunt will begin at Occoquan Town Hall.

Shop Late, August 12

Many businesses will be open till 8pm or later.

Concert in the Park, Saturday, August 12 from 7-9pm

Known as the Band of the Nation's Capital, we are pleased to welcome the 257th Army Band back this summer in River Mill Park. This event is free and open to the public.

15th Annual Duck Splash, Sunday, August 13 at 12pm

Join us Sunday, August 13 to watch a thousand rubber ducks race along the Occoquan River! Join in by adopting your very own duck for \$5. Winners receive \$20-500 depending on their place in the race. All proceeds benefit Occoquan non-profit, Patriots for Disabled Divers. [Tickets are on sale now.](#)

Fall Arts & Crafts Show

The Fall Arts & Crafts Show is back in the streets of the historic district, September 23 & 24. The fee for participating Town Businesses is \$125 per space, with a limit of 2 booths at the reduced rate. Town Businesses pay the full rate for any additional spaces. To participate in the festival and a tent space outside their place of business, owners must let staff know their intentions and fees paid no later than August 30. Businesses may call Town Hall at 703-491-1918 to pay their fee, or apply and pay online at the new festival website: occoquanfestivals.com.

DORA

The Town will implement the Designated Outdoor Refreshment Area (DORA) license, or Sip & Stroll, for the Fall Arts & Crafts Show, 10am to 5pm. This license will allow on-premise licensed businesses to sell to-go adult beverages with an appropriately labeled to-go cup.

Collateral for Fall Arts & Craft Show VIP Bags

Fall Arts & Crafts Show VIP bags will be made available for 50 visitors. Businesses may opt to provide flyers, coupons, or other promotional materials for these bags. These items are due at Town Hall by September 8.

Advertising in Fall Arts & Crafts Show Program

Occoquan's popular festivals attract nearly 10,000 attendees each weekend. Each festival has a gorgeously designed, full color program made available to visitors both printed and digitally. This 5.5" x 8.5" booklet includes the weekend schedule of events, concerts, and activities, plus a vendor and business listing, map of the festival and more. Town businesses are welcome to advertise to feature their businesses to this large audience. Final artwork for the fall program is due by September 1. [More Info](#)

Fall Craft Show Sponsorship Opportunities

Town Event and Fall Craft Show Sponsorships are available to business owners in every size budget. Business owners can pick from a pre-designed package or design their own. A few opportunities are listed below. Contact Julie at jlittle@occoquanva.gov for details. [More Info](#)

Snack Table in Imagination Alley

Snack table giveaways with business signage and table provided. Cost of sponsorship: in-kind.

VIP Lounge Snacks

Business provides snack and/or beverages for VIP Lounge. Business name on relevant social media and signage where appropriate. Cost of sponsorship: \$200

Stay & Play Campaign

As part of a Virginia tourism grant, the Town is producing a stay and play campaign to encourage overnight visitors during the Fall Arts & Crafts Show. Itineraries are offered to round out visitors' stay. [More info](#)

The package includes:

- Choice hotel at a reduced rate
- VIP Occoquan Market Tote and swag from local businesses
- Free, reusable bus passes for entry into the Fall Arts & Crafts Show
- Gift cards for spending in Occoquan

Spirits & Spirits, October 27 & 28

Murder Mystery, Friday, October 27

NEW this year! Come to the quintessential whodunnit thriller at the estate of Sir Warren Peace (at 305 Mill Street) and get thrown into a night of mystery, intrigue, and murder you will never forget. Tickets available in August.

Costume Parade & Contest, Saturday, October 28 at 10am

Starting at 10:00am, Mayor Earnie Porta will lead the costume parade down Mill Street to River Mill Park, where costume judging will take place. The 100 through 400 blocks of Mill Street will be briefly closed on a rolling basis between 10:00-10:30am.

Haunted Maze & Spirit Garden, Saturday, October 28 from 5-10pm

Patriots For Disabled Divers will once again host the Haunted Maze! Guests will enter the maze through the spooky Spirit Garden. Admission to the maze is \$10 for ages 13+ and \$5 for 12 and under. Tickets are available for purchase at the door or in advance. Guest will be able to quench their thirst at the DIVE Bar located just outside the maze in the Spirit Garden. All event proceeds from the Haunted Maze & Spirit Garden benefit local non-profit Patriots for Disabled Divers.

OCCOQUAN POLICE DEPARTMENT

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.

NEXT QUARTERLY TOWN HALL

The next Quarterly Town Hall meeting will be held **October 10, 2023 at 5:30pm**. Questions about any of the above may be directed to Town Hall at 703-491-1918.