

About

Annual

July 1, 2025 to June 30, 2026

Financial Commitment

\$25,000

Goals

To provide the Town of Occoquan with marketing, tourism promotion, education, and economic development services, plus engage the business community as a partner with the Town of Occoquan.

Hours

Board of Directors
(7 volunteers):
Roughly 125 hours

Executive Director
(1 part-time staff):
Roughly 1,200 hours

At a Glance

3.5M

views

on IG + FB
social posts

36.85%

growth

in new IG + FB
Followers

45.85%

open rates

in email
marketing

326.4K

views

on our top
social post

Board & Staff

STAFF: Sarah Hitchcock Burzio, *Executive Director*

BOARD: Jordan Sanders, *President*
Petra Carden, *Vice President*
Gillian Gonzalez, *Treasurer*
Ben Rasmussen, *Secretary*
Jess Bastone, *Member/Town Seat*
Gretchen Chapman, *Member*
Walt Seiberling, *Member*



Contract Year in Review

Email Marketing

This continues to be our strongest ROI for marketing advertising. The cost of the contract/designer, plus software equals roughly \$145 per email. This has significantly higher click and open rates than email advertisements we paid \$325-800 a piece.

Social Media

This year Visit Occoquan had it's biggest growth on Facebook and Instagram for number of new followers, views, and interactions.

Several influencers with large local audiences highlighted Occoquan, contributing to this growth. Visit is exploring new ways to cultivate these relationships for future event promotions.

As always, "what works" on social platforms changes constantly. While videos all did very well for us this past year, so did carousels (multiple still photos people swipe through), which take less time to produce, thus keeping costs lower. We plan to capitalize on those more in FY27.

Websites

The Festivals website is up 23% from FY25 in terms of unique visitors and site sessions. More people are coming to the website to find out about festivals, with our highest peak of the year on Saturday, June 6, 2026 hitting 7,446 sessions. This year 96% of the visitors were new to the site. 68% of the visitors are from Virginia, 11% are from DC, and 10% are from MD. The remaining 11% are mostly from NY, PA, NC, FL, and NJ. The most popular page was the homepage, followed by the Fall Craft Show, then RiverFest, then Shuttle & Parking.

The Visit website is up an average of 56% from FY25 in terms of unique visitors and site sessions. Our highest peak of the year on Saturday, Dec. 6, 2025 hitting 2,930 sessions. This year 96% of the visitors were new to the site. 66% of the visitors are from Virginia, 11% are from DC, and 9% are from MD. The remaining 15% are mostly from NY, PA, NC, FL, and NJ. The most popular page was the Upcoming Events page, followed by the homepage, then Holiday Artisan Market.

Outside the Contract

We added two new board members in FY26 and strengthened our fundraising considerably through **two new fundraisers** for Visit: Celebrate Occoquan (Sep) and Duck Splash (June). We look forward to expanding parts of both of these events in FY27.

We also found our groove with the **Trivia Bar** concessions this past year and exceeded our revenue expectations. In May 2026 we introduced Bar Partnerships, where town businesses and groups can volunteer at the bar, while we promote the group's participation. This has worked exceptionally well so far! A Visit Bar Manager (with an ABC liquor license) remains on site to manage the volunteers.

In May 2026 we launched plans for **Tour Occoquan**, a webpage (visitoccoquanva.com/tours) and program dedicated to bus tours and local groups. Included on this page is a link to sign up for single or recurring Visitor Guide deliveries, for local tourism centers. We plan to expand this page in FY27 as part of Visit's working relationship with Visit Prince William. New additions to the site will include business accessibility information, a list of discounts at participating businesses, and neighboring attractions with close proximity to Occoquan.

In my roll as Executive Director, I will continue in FY27 as the Occoquan District small business representative for the **PWCDED Calibrate Committee**. Earlier this year leaders of this group praised Visit's website OCQ Business Hub and new business communications and want to use it as a jumping off point for something similar county-wide.

Visit also works with the **Visit PWC** tourism team on supplying photos and videos that PWC uses to help promote Occoquan's events, businesses, museum, and more. Visit leadership has been invited to participate in upcoming focus group discussions about the future of retail and tourism in PWC.

Volunteer Occoquan is slowing growing. With less than a year of the program underway, we believe this can continue to grow alongside Town and OHS. Meetings are already in the works for early FY27 on how to lean on each other through this joint effort.

Email Marketing

Subscribers

Subscriber growth over time:

DATE	LIST TOTAL	GROWTH
July 1, 2026	16,589	1.74%
April 1, 2026	16,306	7.99%
Dec. 31, 2025	15,100	0.57%
Sep. 30, 2025	15,013	10%
June 1, 2025	13,647	47%
June 1, 2024	9,285	35%
June 1, 2023	6,880	31%
June 1, 2022	5,265	

Email Breakdown

Comms Emails:	54
Marketing Emails:	26

TOTAL EMAILS 80

Investment

FY26 Software (annual):	\$726.30
FY26 Design (annual):	\$3,000.00
Avg. cost per marketing email:	\$143.32

Full amount was built into the overall contract cost for FY26.

Statistics

Recipients	324,762
Opens	153,671
Open Rate	45.85%
Click Rate	1.93%
Unsubscription Rate	0.24%

Highest Open Rates:

61.33%	Upcoming Events in Occoquan (11/13/25)
53.82%	Murder on Prom Night - Fri, Oct 24
53.27%	Vendors Announced for Fall Craft Show!
53.21%	Upcoming Events in Occoquan (8/12/25)

Highest Click Rates:

5.64%	Occoquan RiverFest is this weekend!
5.37%	RiverFest Beer Garden, Live Music & Family Fun!
5.1%	Vendors Announced for Fall Craft Show!
4.98%	Fall Arts & Crafts Show is this weekend!

Future Planning

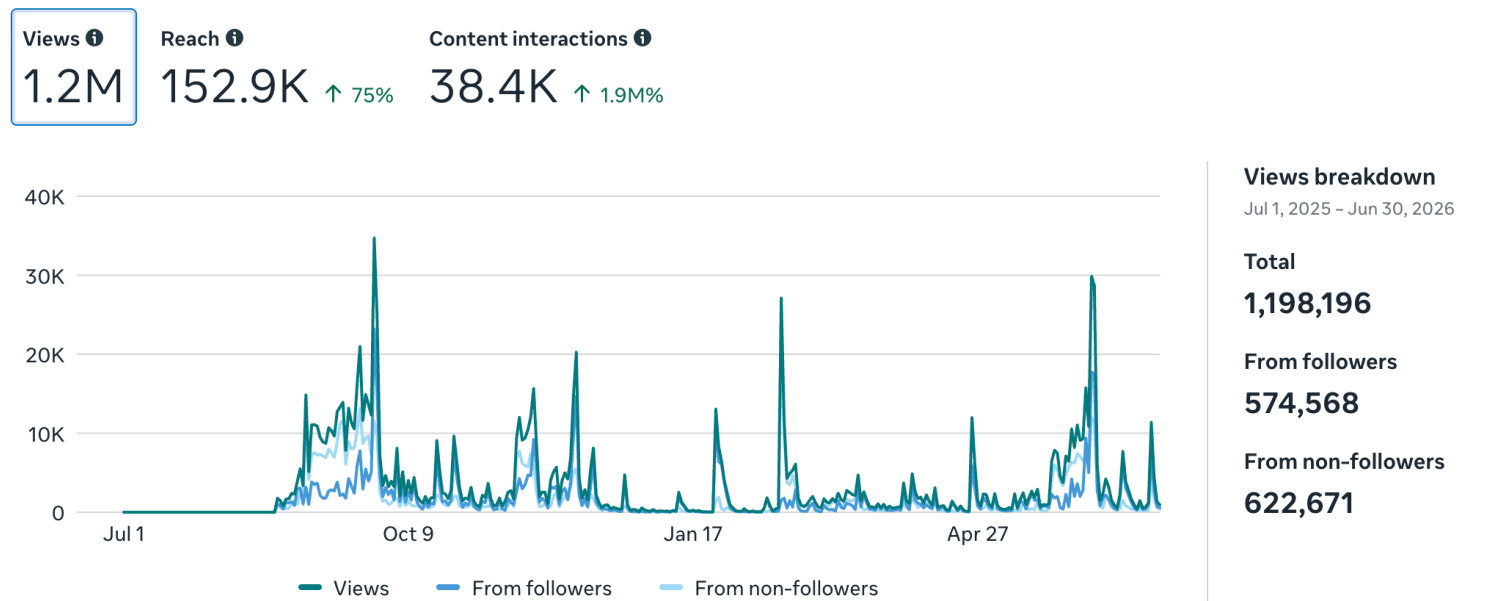
The email marketing plan we purchase currently allows for 60,000 emails per month (\$726.30 annual), which are used by primarily for events, plus resident/business communications, Town newsletter, public safety notices, etc).

In May of 2026 we ran out of monthly “credits” because of a combination of RiverFest, Trivia and business/resident emails. This meant we had to hold back on one RiverFest marketing email. It is not possible to purchase credits a la carte, unfortunately. The next level up would be 100,000 emails per month which would cost \$1,374.30 annually.

With good planning we can keep the emails going out to 60,000 per month for now, but as the subscriber list grows, I would expect to need to bump this up by late FY27/early FY28.

Social Media

Instagram



Top Posts by Views



today I'm in historic Occoquan. When I wa...

Mon Feb 16, 3:43pm

👁 108.3K ❤️ 4K

👤 167 ➡️ 1.5K

Ad spend: \$550



Autumn is the perfect time to explore histor...

Wed Sep 3, 8:50am

👁 67.4K ❤️ 2.2K

👤 24 ➡️ 504

Ad spend: \$500



Get ready for the Fall Arts & Crafts Show o...

Sun Sep 14, 11:39am

👁 41.6K ❤️ 517

👤 34 ➡️ 211



Looking for your local Hallmark holiday...

Sun Nov 16, 2:50pm

👁 62.1K ❤️ 1.3K

👤 14 ➡️ 344



Congratulations to our newest business in...

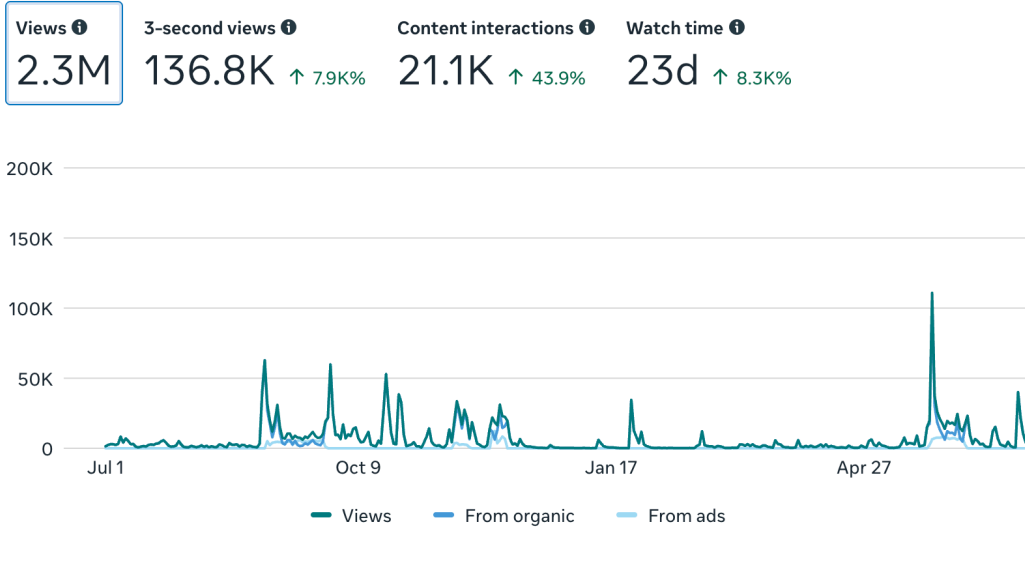
Sat Apr 25, 2:23pm

👁 20.8K ❤️ 1.2K

👤 37 ➡️ 201

Social Media

Facebook



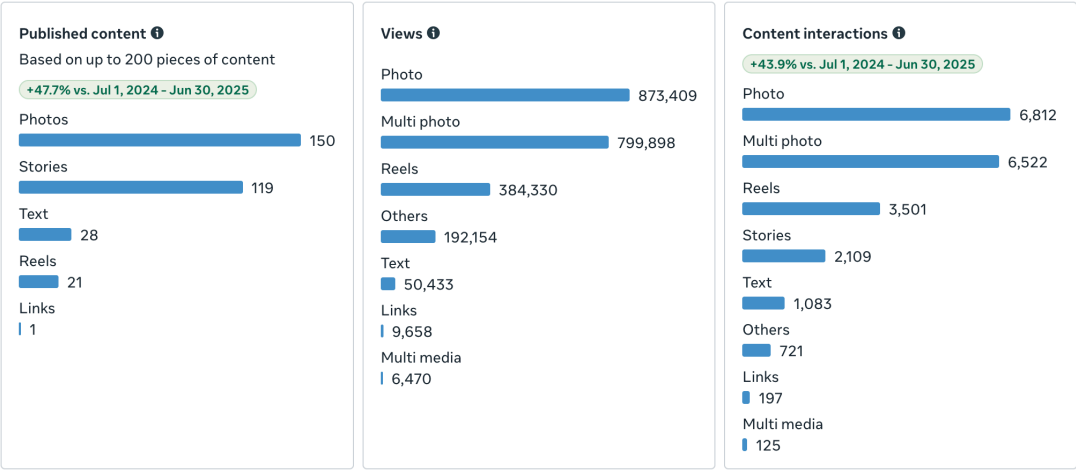
Views breakdown
Jul 1, 2025 – Jun 30, 2026

Total
2,316,352

From organic
2,044,328

From ads
272,024

Viewers ⓘ
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Top Posts by Views

It's time for northern Virginia's official...

Sat May 23, 3:20pm

326.4K 1.6K 70 561

September is here and that means it's Fall...

Sun Aug 31, 10:21pm

174.3K 754 52 148

Congratulations to @thai_giang_waan...

Sun Oct 19, 2:22pm

95.3K 726 33 93

It's almost time for the Occoquan Holiday...

Sun Nov 30, 1:43pm

83.2K 370 19 171

Wow! 🤩 You really came out for us,...

Sat Sep 27, 6:51pm

79.5K 719 18 53

Social Media

Monthly Breakdown

Instagram						Facebook				
	# of posts*	Follows	Views	Reach	Inter- actions	# of posts*	Follows	Views	Reach	Inter- actions
July 2024	8	unavailable	unavailable	3.9K	unavailable	10	60	unavailable	59.1K	463
August 2024	14	unavailable	unavailable	5.3K	unavailable	18	40	unavailable	18.6K	329
September 2024	31	unavailable	unavailable	24.6K	unavailable	20	113	unavailable	31.1K	1,342
October 2024	21	unavailable	unavailable	12.4K	unavailable	20	43	57.4K	17.6K	777
November 2024	23	unavailable	19.2K	8.6K	778	24	72	77.7K	25.1K	1,207
December 2024	20	unavailable	27.1K	5.5K	991	18	38	26.4K	7.7K	410
Janaury 2025	10	73	36.9K	9.6K	1.7K	16	218	184.8K	105.9K	4,244
February 2025	8	72	20.7K	4.9K	748	8	42	35.9K	18K	453
March 2025	6	154	15K	3.3K	528	19	32	17.2K	7.3K	377
April 2025	21	173	33.8K	5.9K	1,241	20	51	33.7K	10.9K	714
May 2025	23	962	93.8K	34.6K	3,986	19	186	193.5K	69.1K	2,041
June 2025	25	585	115.43K	20.1K	3,433	27	170	193.1K	60K	2,283
FY25 ANNUAL	210	2,019+	361.93K+	87.4K	unavailable	219	1,053	819.7K+	430.4K	14.6K
July 2025	19	161	76.2K	6.6K	1,494	28	82	93.9K	35.5K	1,483
August 2025	17	153	65.3K	5.7K	1,273	17	64	48.7K	17.9K	763
September 2025	27	1,946	362.1K	77K	7,726	24	547	510K	161.8K	3,231
October 2025	19	143	105.5K	8.7K	2,570	18	319	356K	unavailable	2,503
November 2025	25	706	134.6K	25.6K	4,245	22	270	269.9K	unavailable	3,186
December 2025	18	156	96.4K	10.5K	2,049	22	112	189.2K	unavailable	1,679
January 2026	6	94	43.3K	4.3K	513	7	65	91.1K	unavailable	643
February 2026	8	216	72.9K	4.3K	4,837	6	46	29.8K	unavailable	290
March 2026	10	149	43.1K	4.9K	1,771	8	91	43.5K	unavailable	723
April 2026	13	189	57.6K	12.2K	3,259	10	101	47.5K	unavailable	998
May 2026	17	208	72.9K	33.6K	3,884	12	457	352.7K	unavailable	2,361
June 2026	22	422	176.4K	33.3K	5,416	20	253	284.2K	unavailable	3,210
FY26 ANNUAL	201	4,543	1.2M	152.76K	38.3K	194	2,414	2.3M	unavailable	21.1K

Posts include main feed video, photo, and text posts. They do not include stories, of which we post 30-50 monthly, depending on the number of events and information to share.

Websites

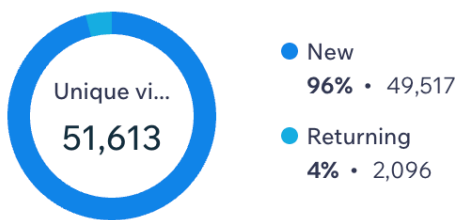
OccoquanFestivals.com

July 1, 2025 - June 30, 2026

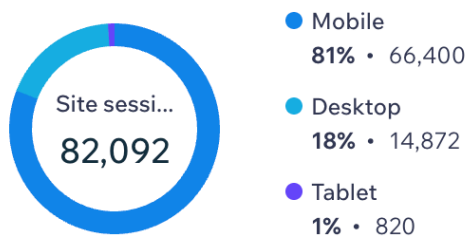
82,076
Site Sessions

51,613
Unique Visitors

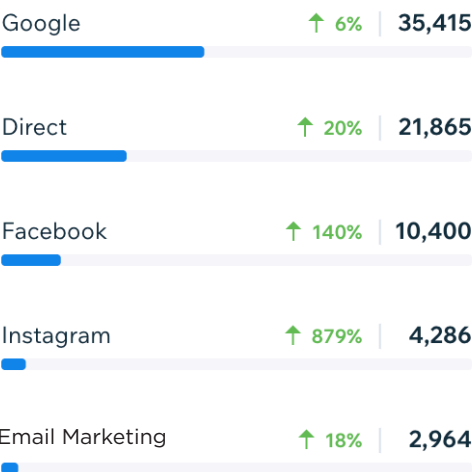
New vs returning visitors



Sessions by device



Sessions ▾ by traffic source ▾ ⓘ



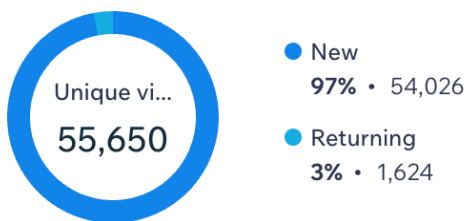
VisitOccoquanVA.com

July 1, 2025 - June 30, 2026

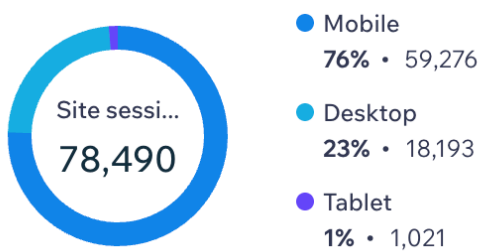
78,468
Site Sessions

55,650
Unique Visitors

New vs returning visitors



Sessions by device



Sessions ▾ by traffic source ▾ ⓘ

