



# FY2027 Budget Events Fund

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TOWN OF OCCOQUAN

MARCH 3, 2026

# FY2027 Budget Work Session and Public Hearing Schedule

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- February 3, 2026 – Budget Work Session #1 – Schedule and Strategic Framework
- February 17, 2026 – Budget Work Session #2 – Mamie Davis Fund / eSummons
- March 3, 2026 – Budget Work Session #3 – Event Fund
- March 17, 2026 – Budget Work Session #4 – General Fund
- April 7, 2026 – Budget Work Session #5 – CIP
- April 21, 2026 – Budget Work Session #6 – Recap
- May 5, 2026 – Public Hearing on Proposed FY2027 Budget
- May 19, 2026 – Public Hearing on Proposed FY2027 Tax Rates
- May 19, 2026 – Adoption of FY2027 Tax Rates and Budget



# Work Session #3

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Event Fund



# EVENT FUND

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PROPOSED FY2027 BUDGET



# Events Fund

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- Includes all Town Sponsored Community Events – revenues and expenditures
- Majority of Revenue is generated from the annual (1) the Fall Arts & Crafts Show, (2) Riverfest & Craft Show, and (3) Holiday Artisan Market
- The remainder of revenues includes those generated from other community events (Trivia, Murder Mystery, Valentines)
- Expenses are for the costs associated with implementing events (including staff costs)
- Net revenues from the Fund are used to support the Town's Capital Improvement Program



# Events Fund = Capital Improvement

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Fall Arts & Craft Show

• Net Revenues

Riverfest & Craft Show

• Net Revenues

Other Events

• Net Revenues

**Capital  
Improvement  
Program**



# Events Supported by Events Fund

## Revenue Generating

- Fall Arts & Craft Show
- Holiday Artisan Market
- RiverFest & Craft Show

## Community – Amenity

- Costume Parade
- Santa Arriving By Boat
- Movie Night
- Concerts in the Park
- Murder Mystery/Casino\*
- Valentines Event\*
- Peeps Show
- Tree lighting
- Fireside Fun Night
- Trivia Nights\*
- Volunteer Dinner

## Community – Non-events

- Ribbon Cuttings
- Dedications (Art & Island Naming)
- Fox5 ZIP Trip
- Sponsorship events



# Town Sponsored Event Calendar FY2027

DATE	EVENT
Jul. 11th	Invasive Species Cleanup
Jul. 17th	Trivia Night
Aug. 4th	National Night Out
TBD	Navy Band Concert
Aug. 21st	Trivia Night
Sept. 11th	Trivia Night
<b>Sept. 26-27th</b>	<b>Fall Arts &amp; Craft Show</b>
Oct. 3(?)	TBD Fall FOTO Clean Up
Oct. 9th	Trivia Night
Oct. 10th	Invasive Species Cleanup
Oct. 23rd	Murder Myster/Costume Casino Night
Oct. 24th	Movie Night in River Mill Park
Oct. 31st	Costume Parade/Town Trick or Treat
Nov. 21st	Tree Lighting Event
<b>Dec. 5-6th</b>	<b>Holiday Artisan Market</b>
Feb. 14th	Opinionation/Valentine Event
Mar. 24-27th	PEEPS Show
Apr. 4th	Shad Run Fishing Event
May 14th	Trivia Night
<b>Jun. 6-7th</b>	<b>Riverfest and Craft Show</b>
Jun 25th	Trivia Night



# Event Calendar – FY2027

July 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	Trivia	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
					1	2
3	NNO	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	Trivia	22	23
24	25	26	27	28	29	30

September 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	Trivia	12	13
14	15	16	17	18	19	20
21	22	23	24	25	Fall Crafts Show	
28	29	30				

October 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	Trivia	10	11
12	13	14	15	16	17	18
19	20	21	22	Murder	Movie	25
26	27	28	29	30	Costume	

November 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	Treelighting	22
23	24	25	26	#ShopSmall		29
30						

December 2026						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
	1	2	3	4	Artisan Market/Santa	
7	8	9	10	11	12	13
14	Volunteer	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



# Event Calendar – FY2027 (cont)

January 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	Valentine
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	PEEPS Show (3/24 - 27)				28
29	30	31				

April 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
			1	2	3	Shad Run
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	Trivia	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2027						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
	1	2	3	4	Riverfest (6th - 7th)	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	Trivia	26	27
28	29	30				



# Proposed Budget Highlights for FY27

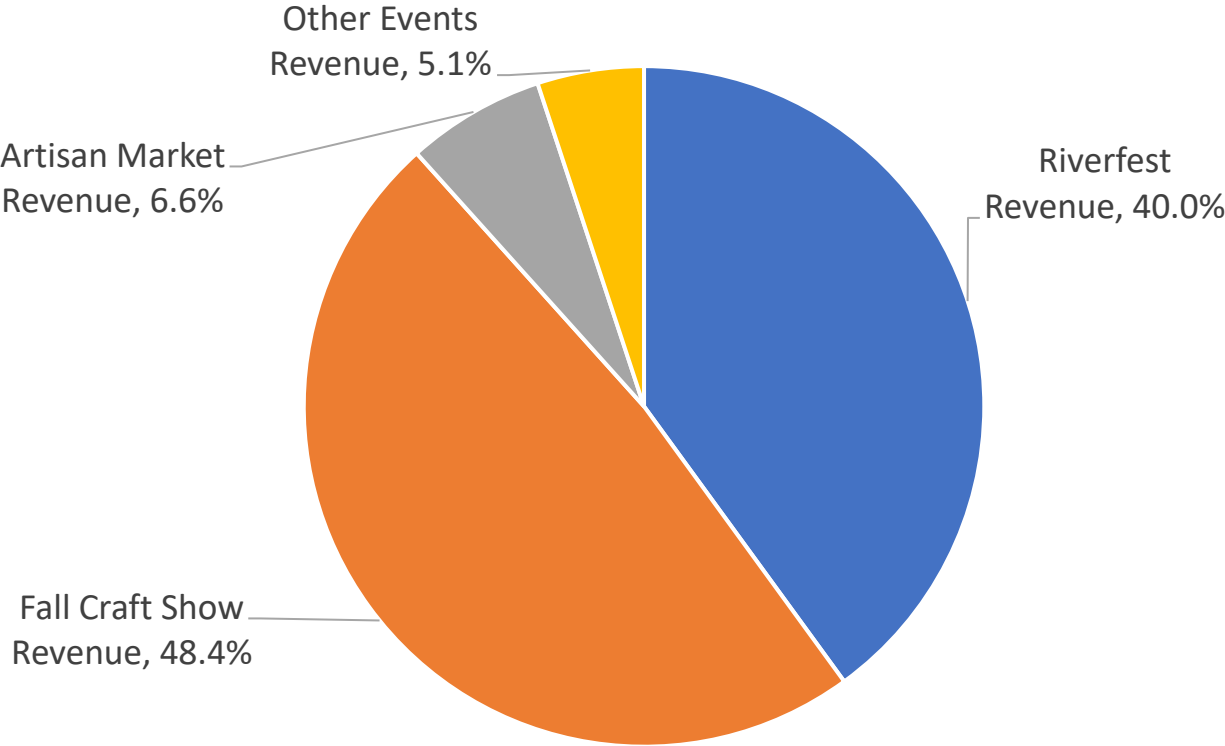
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- Total Revenue \$332,277
  - increase of \$9,875 or 3.1%
- Total Expenditure **\$253,144**
  - increase of \$7,214 or 2.9%
- Projected FY2027 Net Revenue \$ 78,608



# Events Fund = Revenue by Event

FY2027 Proposed Revenues	
Riverfest Revenue	132,843
Fall Craft Show Revenue	160,705
Artisan Market Revenue	21,875
Other Events Revenue	16,854
<b>Total</b>	<b>332,277</b>



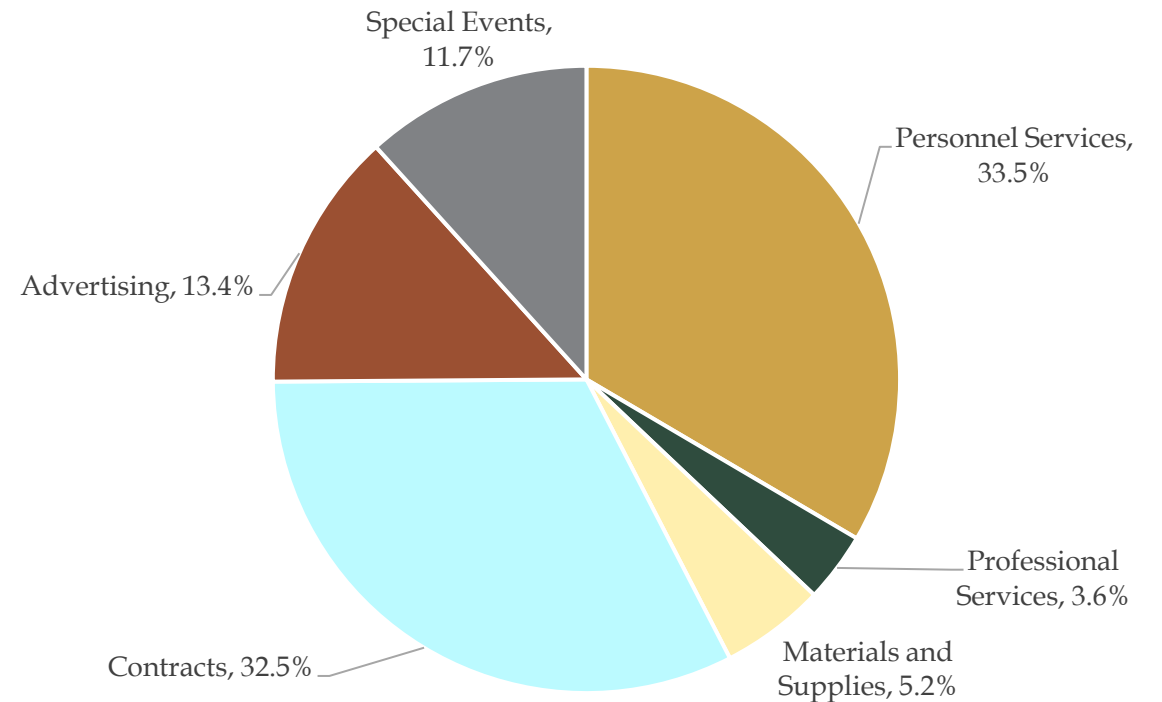
# Event Fund - Revenues

Revenue Category	FY2026 Adopted	FY2026 Projected	FY2027 Proposed	Change to Projected (%)	Change to Budget (%)
<i>Sponsorships</i>	\$26,800	\$22,530	\$26,825	19.1%	0.1%
<i>Booth Rentals</i>	\$187,575	\$191,950	\$190,500	-0.8%	1.6%
<i>Shuttle Fees</i>	\$71,500	\$68,656	\$71,500	4.1%	0.0%
<i>Parking Space Sales</i>	\$9,875	\$8,825	\$9,000	2.0%	-8.9%
<i>Merchandise</i>	\$200	\$364	\$2,520	592.3%	1160.0%
<i>Ticket Sales</i>	\$11,800	\$7,900	\$13,400	69.6%	13.6%
<i>Convenience Fees</i>	\$5,627	\$5,030	\$8,532	62.2%	51.6%
<i>Other Revenue/Grant</i>	\$9,000	\$9,000	\$10,000	11.1%	11.1%
<b>TOTAL REVENUES</b>	<b>\$322,377</b>	<b>\$314,255</b>	<b>\$332,277</b>	<b>5.7%</b>	<b>3.1%</b>



# Events Fund = Expenses

FY2027 Expenses	
Personnel Services	84,887
Professional Services	9,132
Materials and Supplies	13,100
Contracts	82,325
Advertising	34,000
Special Events	29,700
<b>Total</b>	<b>253,144</b>



Expense Category	FY2026 Adopted	FY2026 Projected	FY2027 Proposed	Change to Projected (%)	Change to Budget (%)
<i>Personnel Services</i>	\$29,021	\$24,369	\$29,796	22.3%	2.7%
<i>Professional Services</i>	\$2,932	\$1,006	\$4,020	299.4%	37.1%
<i>Information Tech Services</i>	\$200	\$200	\$200	0.0%	0.0%
<i>Material and Supplies</i>	\$7,000	\$3,658	\$6,450	76.3%	-7.9%
<i>Contracts</i>	\$39,702	\$42,419	\$41,625	-1.9%	4.8%
<i>Advertising</i>	\$13,000	\$16,779	\$13,000	-22.5%	0.0%
<b>Total Expenses</b>	<b>\$91,855</b>	<b>\$88,431</b>	<b>\$95,091</b>	<b>7.5%</b>	<b>3.5%</b>

# Fall & Arts Craft Show

## EXPENSES

# RiverFest & Craft Show

## Expenses

Expense Category	FY2026 Adopted	FY2026 Projected	FY2027 Proposed	Change to Projected (%)	Change to Budget (%)
<i>Personnel Services</i>	\$28,913	\$25,854	\$29,688	14.8%	2.7%
<i>Professional Services</i>	\$2,410	\$2,370	\$3,558	50.1%	47.6%
<i>Information Tech Services</i>	\$200	\$200	\$200	0.0%	0.0%
<i>Material and Supplies</i>	\$6,875	\$6,500	\$5,350	-17.7%	-22.2%
<i>Contracts</i>	\$39,705	\$39,000	\$40,550	4.0%	2.1%
<i>Advertising</i>	\$13,000	\$13,000	\$13,000	0.0%	0.0%
<b>Total Expenses</b>	<b>\$91,103</b>	<b>\$86,924</b>	<b>\$92,346</b>	<b>6.2%</b>	<b>1.4%</b>



Expense Category	FY2026 Adopted	FY2026 Projected	FY2027 Proposed	Change to Projected (%)	Change to Budget (%)
<i>Personnel Services</i>	\$24,629	\$23,950	\$25,403	6.1%	3.1%
<i>Professional Services</i>	\$454	\$581	\$954	64.3%	110.1%
<i>Information Tech Services</i>	\$200	\$200	\$200	0.0%	0.0%
<i>Material and Supplies</i>	300.00	\$624	\$1,300	108.4%	
<i>Contracts</i>	-	-	\$150	-	-
<i>Advertising</i>	\$8,000	\$8,215	\$8,000	-2.6%	0.0%
<i>River Mill Park and Facility</i>	\$0	-	-	-	0.0%
<i>Special Events</i>	\$29,390	\$20,752	\$29,700	43.1%	1.1%
<b>Total Expenses</b>	<b>\$62,973</b>	<b>\$54,322</b>	<b>\$65,707</b>	<b>21.0%</b>	<b>4.3%</b>

# Other Events

## EXPENSES

# Winter Events

Included in Other Events

		Holiday Artisan Market			
	Tree Lighting	Market	Santa Event	Holiday Nights	TOTAL
Personnel Services	-	1,500	-	-	1,500
Operational Supplies	480	1,500	-	1,620	3,120
Misc lights, decorations		1,000		1,000	2,000
Firewood	100			200	200
Food	100			200	200
Other	130			220	220
Signage	150	500			500
Contracts	1,950	6,630	800	350	7,780
Rentals		630			630
Arrow Board					150
Portapotties					650
Shuttle Service	1600	6000			6000
Entertainment	350		800	350	1150
Other Expenses	750	950	-	-	950
Advertising	500	750			750
Rack Cards	250				-
Prizes		200			200
Bank Charges					450
<b>TOTAL EXPENSES</b>	<b>3,180</b>	<b>10,580</b>	<b>800</b>	<b>1,970</b>	<b>13,350</b>



# Tree Lighting

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November 21<sup>st</sup>, 6pm

- Musical component (sing a-longs)
- S'more Stations, 5pm-8pm
  - Designated firepit areas at Popp's/Urban Posh locations
  - Holiday Décor is business sponsored



# Holiday Artisan Market

December 5<sup>th</sup> & 6<sup>th</sup>

- Saturday: 10am-6pm; Sunday: 10am-4pm
- Shuttle service all weekend
- 98 Vendor Tents on Union & Commerce
- Santa's Arrival for Market opening
  - Sing along at Town hall
- Makers Area & Gingerbread Contest
- Holiday Fireside Nights -5<sup>th</sup>



# Artisan Market Fireside Event

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December 5<sup>th</sup>, 5pm-8pm

- Commerce Street, adjacent to market
- Firepits and marshmallow roasting
- Caroling



# Net Revenue

Category	FY2026 Adopted	FY2026 Projected	FY2027 Proposed	Change to Projected (%)	Change to Budget (%)
<i>Revenues</i>	\$322,377	\$314,255	\$332,277	5.7%	3.1%
<i>Expenses</i>	\$245,930	\$229,677	\$253,144	10.2%	2.9%
<b>Net Revenue - Fund Level</b>	<b>\$76,447</b>	<b>\$84,578</b>	<b>\$79,133</b>	<b>-6.4%</b>	<b>3.5%</b>



# Strategic Framework

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## Operational Tier 1

- Personnel Recruitment, Retention, and Succession Planning
- Enhancing Revenue from Town Events Programming
  - Reconfigured Holiday Artisan Market (additional spaces)
  - Murder Mystery reconfigured to indoor space
  - Addition of Valentine/Opinionation Event indoor

## Operational Tier 2

- Business Support and Development Programming
  - Continuance of Quarterly Business Meetings
  - Contract with Visit Occoquan
- Tourism-led Economic Development Programming
  - Contract with Visit Occoquan



QUESTIONS



# NEXT STEPS

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- Work Session #4: March 17, 2026
  - Discuss General Fund
- Work Session #5: April 7, 2026
  - Discuss CIP
- Work Session #6: April 21, 2026
  - Review of all Budget Funds

