

ARTS AND CRAFTS SHOW EXPLORATORY COMMITTEE CHARTER

Approved by Town Council: April 3, 2018

BACKGROUND

The Occoquan Arts and Craft Show (“Show”) has been held within the Town of Occoquan for the past 50 years. It has evolved over the years from a small event held in an open lot to a large two-day outdoor street festival that sees more than 10,000 visitors to the town. The Town of Occoquan has also changed within this time, growing from approximately 300 residents to more than 1,000, with new residential developments and commercial redevelopment, and a flourishing downtown historic business district.

As the community continues to grow and change, this event must be reviewed to ensure it is meeting its intended goals:

- Enhance the Town of Occoquan as a center for living, shopping, dining, art, and history.
- Generate funds for town capital projects and other town financial needs.

PURPOSE

The Arts and Craft Show Exploratory Committee (“Committee”) will review the purpose and goals of the Show and provide recommendations to Town Council on the future of the Show.

COMMITTEE STRUCTURE AND MEMBERSHIP

The Committee will be a special committee and will serve until final recommendations are provided to Town Council as detailed in this document.

The Committee will consist of ten (10) members, including the following requirements:

- Four (4) members of the business community, with one (1) being a member of the Occoquan Merchants Guild, and having a goal of obtaining a wide representation of business types from the community;
- Four (4) residents with at least one (1) owning property outside of the historic district and one (1) owning property within the historic district;
- Town Manager; and
- Events and Community Development Director.

Town Council will consider and appoint all members.

The Events and Community Development Director will serve as Chairperson. At the first meeting, the Committee will designate a Co-Chair to serve in the absence of the Chair.

MEETINGS

The Committee will meet on a regular basis as agreed upon by members of the Committee. At every meeting of the Committee, the Committee will designate a member to be responsible for preparing minutes. The Committee will review and approve minutes at the beginning of each meeting and submit to the Town Clerk for record retention by the Town of Occoquan.

COMMITTEE RESPONSIBILITIES

The Committee will meet on a regular basis to discuss, analyze, and prepare recommendations and a final report to the Town Council on the future of the Show. The Committee will evaluate and provide recommendations that support the goals of the Show, including:

1. Enhancing the Town of Occoquan as a center for living, shopping, dining, art, and history.
2. Generating funds for town capital projects and other town financial needs.

The Committee may also review the goals and include recommended changes within the report.

In preparing its recommendation, the Committee will consider a variety of factors that impact the Show including, but not limited to:

1. Availability of quality arts and crafts vendors.
2. Shopping patterns (online vs. in-person).
3. Challenges of hosting a multi-day, outdoor street event.
4. Generational impact on arts and crafts development, and shopping patterns.
5. Ability to generate at least \$120,000 in annual net revenue for town capital projects.
6. Competing events; number of similar events in region.
7. Impact on residents and businesses.
8. Community demand for events, including type, frequency, etc.
9. Goals of events: quality of life, revenue generating, tourism impact.
10. Community and business input.
11. Other current town and business events.

The Committee will have approximately six months to provide a final report and recommendation to the Town Council on the future of the Show, with a presentation to Town Council scheduled for the November 2018 work session. Recommendations will be considered for implementation no earlier than the 2019 Fall Show, or as determined and directed by the Town Council.

TIMELINE

Below is a proposed timeline to achieve main charter objectives:

Activity	Date
Town Council approves committee charter	April 3, 2018
Town Council appoints membership	May 2, 2018
Initial Organizational Meeting <ul style="list-style-type: none">• Establish meeting dates/times• Appoint Vice-Chair, Secretary	Early May
Research period <ul style="list-style-type: none">• Develop community engagement plan/tools• Identify/request necessary resources• Develop and execute research plan	May - August
Community Engagement Meeting	September
Draft Report Prepared	October
Final Report Prepared	November
Presentation to Town Council	November 20, 2018

REPORT

The Committee will prepare a report and present to the Town Council in November 2018. At a minimum, the report will include the following:

1. Description of the Issue
2. Factors Considered
 - a. Community/Residential Input
 - b. Business Input
 - c. Show Goals/Objectives
 - d. Other Factors
3. Recommended Actions
 - a. Recommendations
 - b. Implementation Time Line
 - c. Fiscal Impact
 - d. Community Impact
4. Next Steps