

WELCOME to
Sperryville!

SPERRYVILLE COMMUNITY ALLIANCE

ANNUAL REPORT 2020



APRIL 24, 2020

Sperryville Community Alliance

P.O. Box 63
Sperryville, Virginia 22740

Kerry Suttan
President

Robert Archer
Vice President

Susan Huff
Secretary

Kim Nelson
Director

Patricia Brennan
Jordan Miller
Former Directors
2019-2020

April 24, 2020

Sperryville Friends and Neighbors,

Two years ago, a group in Sperryville raced 250 yellow rubber ducks down the Mighty Thornton River. The community embraced the idea by selling and buying duck race raffle tickets. This experiment raised funds to be used in the community, which required an organization to manage the money and sponsor initiatives. The Sperryville Community Alliance was born from this first duck race.

The Alliance was formally established as a 501(c)3 non-profit on April 9, 2019 to promote activities to enhance the safety, inclusiveness, and vitality of Sperryville. It has been one year, and so much has happened.

This annual report is intended to share the activities, initiatives, and financing of the all-volunteer Alliance. It is important that we keep you informed of Alliance efforts on your behalf and to encourage your engagement. Our monthly meetings are open and you are welcome to join. Volunteer opportunities are always available for those interested in supporting the community.

Planning for SperryFest 2020 and the Sperryville Bicentennial were well underway when the pandemic required the cancellation of SperryFest. The Board continues to look optimistically forward to the Sperryville Bicentennial celebrate on July 18 and other initiatives to support our community.

Finally, we are an organization run by donations. Grants and gifts are always welcome and can be dedicated to any current initiative. If you are interested in supporting our activities, talk with a Board member or donate at www.SperryFest.org.

This past year has been an exciting one and a challenging one. The Board and I are eager to return to near normalcy in which we can come together to celebrate our history, get some exercise, scare one another, and race some more ducks.

Sincerely,



Kerry Suttan

Sperryville Community Alliance

MISSION STATEMENT

Support the well-being of the community and residents of Sperryville, Virginia by promoting activities to enhance the safety, inclusiveness, and vitality of Sperryville.

The Sperryville Community Alliance was established on April 9, 2019 as a civic 501(c)3 non-profit to support the Sperryville community. To focus our initial efforts, the Board established four focus areas that include (1) traffic calming, (2) pedestrian safety, (3) community beautification, and (4) amenity improvements including community events. Here are some of our activities in the past year.

SperryFest 2019. The Alliance sponsored SperryFest 2019 on April 27, 2019. By all accounts, it was a success. We raced 1000 ducks and established a street festival. Eight of ten county wineries joined the festival as did our local breweries and cidery. The event raised over \$16,000 and brought 2,000 folks to town for a day of community, art, music and family fun.



Photo by Raymond Boc



Photo by Kerry Suttan

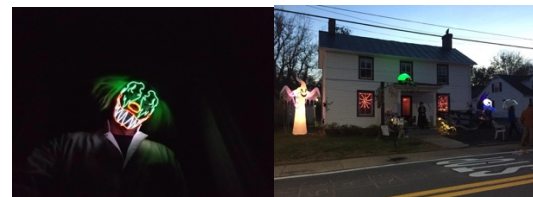
Sperryville Community Clean-up.

The second annual community clean-up was conducted on April 20, 2019, the weekend before SperryFest. We witnessed some of the hardest working volunteers, who spent the day picking up litter along 211 and cleaning portion of the Thornton River.



Photo by Kerry Suttan

ScarryVille. The Alliance joined the businesses and residents on Sperryville's Historic Main Street to host the second annual ScarryVille Halloween party. Some truly amazing parents toughed the occasional downpours to give their kids something to remember.



Photos by Raymond Boc and Kim Nelson

Sperryville River Walk. On July 17, 2019, the Alliance proposed building a walking trail along the Thornton River. Within four months, the Alliance raised over \$31,000 and made agreements to build the Main Street trail. The Superintendent of the Shenandoah National Park cut the ribbon on November 22, and the trail has seen steady activity ever since. Plans for connecting trails are being developed.



Photo by Don Audette

Rappahannock In Bloom. The Alliance worked with the Friends of the Rappahannock and the sponsors of “Rappahannock In Bloom” to bring 72 flowering dogwood, redbud, and cherry trees to Sperryville. Kim Nelson expertly led this effort for the Alliance. We will be enjoying these beautiful flowering trees every spring for decades.



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Sperryville Community Study. The Alliance, with financial support from the PATH Foundation, has begun an analysis of the economic and demographic trends of Sperryville, an assessment of existing challenges and opportunities, and a detailed market analysis to better understand our community needs. Community meetings, focus groups, and surveys will be announced and made available very soon to inform the study.



Photo by April Taylor

Traffic Calming/Pedestrian Safety. On August 27, 2019, the Alliance held its first community meeting to discuss traffic calming and pedestrian safety issues in Sperryville. Thirty ideas were generated and Susan Huff, who is leading this effort, has held following-up meetings and discussions. As part of these discussions, the Alliance has purchased a speed gun to validate the speed of vehicles on roads in our community. We are looking for volunteers to conduct some research.

Sperryville Bicentennial. Sperryville turns 200 years old on July 18, 2020, when the first tract of land was purchased from Francis Thornton, Jr. The Alliance has been planning for the celebration since last fall by establishing the Honorary Sperryville Bicentennial Committee of community “elders” and organizing volunteers to execute a series of weeklong activities. These activities include lectures sponsored by the Rappahannock Historical Society, a parade, dinner, and other family fun events.



Photo courtesy of Aline Johnson

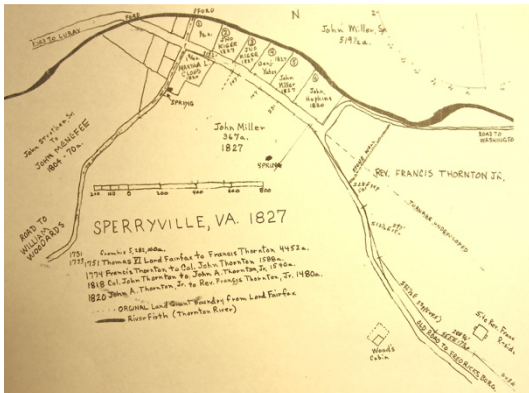


Image courtesy of Don Audette

Rappahannock River Report. The Alliance co-sponsored a community

event on an important “Rappahannock River Report Card” conducted by the Friends of the Rappahannock. The report identified some positive improvements to the health of the Jordan, Rush, and Thornton Rivers as well as some challenges. The report can be found at www.riverfriends.org.



Photo by Kerry Suttten

Historic Designation. The Alliance, working closely with the Rappahannock Historical Society, has moved the needle on expanding Sperryville’s Historic District to recognize the unique and undisturbed architectural character of the village. This designation will allow property owners to take advantage of tax benefits through national programs designed to stimulate and incentivize rehab of historic properties.

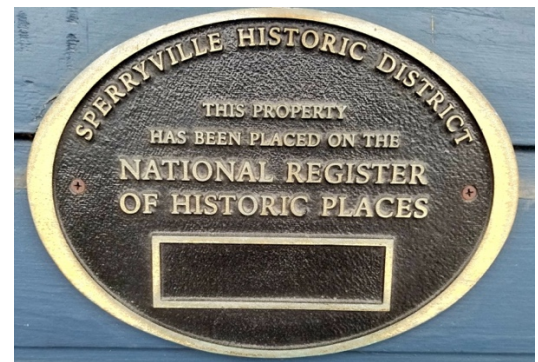


Photo by Kerry Suttten

For more information on these and other activities, please visit our website at www.SperryFest.org or our Facebook pages at #SperryvilleCommunityAlliance and #SperryFest. You can join our electronic mailing list that includes occasional updates on activities by signing up on the home page at www.SperryFest.org.

The Sperryville Community Alliance welcomes tax deductible contributions that can be dedicated to specific initiative or used in the General Fund. To make a donation, please contact any member of the Alliance Board or use the DONATE button at www.SperryFest.org.



Cover page by Lisa Crider and Kerry Suttan. Sperryville logo courtesy of Robert Archer.

Summary of Financial Statements

In the past year, the Sperryville Community Alliance has benefitted from generous private donations as well as grants from regional non-profits. The *Annual Great Rubber Duck Race Down the Mighty Thornton River* provided a significant source of revenue to fund Alliance activities.

In its first year of operation, the Alliance collected \$66,361.89 in donations and revenue. Thirty-seven percent of revenue came in the form of grants from two organizations, the PATH Foundation and the Rappahannock Trails Coalition. Another 35 percent of revenue was raised by SperryFest duck race ticket sales, fees, sponsorships, and merchandise sales. The remaining 28 percent was provided by generous private donations.

The Alliance used these funds to build the Sperryville River Walk, initiate a community study, and fund community events and activities. The Alliance, which is 100 percent volunteer operated, used 0.9 percent of expenditures on overhead costs for website hosting, financial software, postage, and printing.

Statement of Financial Position

April 9, 2019 – April 15, 2020

REVENUE BY SOURCE		
Grants	\$	24,500.00
SperryFest	\$	22,894.15
Private Donations	\$	18,967.74
TOTAL INCOME	\$	66,361.89

EXPENDITURE BY INITIATIVE		
Sperryville River Walk	\$	27,001.80
SperryFest 2019/2020	\$	13,153.33
Sperryville Community Study	\$	2,600.00
Administrative (website, stamps, etc.)	\$	371.99
Traffic/Pedestrian Safety	\$	210.59
TOTAL EXPENSES	\$	43,337.71

TOTAL INCOME	\$	66,361.89
TOTAL EXPENSES	\$	43,337.71
BALANCE, as of April 15, 2020	\$	23,024.18