

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

Approx. **50** people attended the July listening session

13.21 inches of rain have already fallen since June 1

There are **10** flood sensors in the city

9 month planning process

Complete the survey by **Aug. 1**

Flood Resiliency Plan in the Making

Staunton is no stranger to flooding, and this very rainy summer is aligning with staff developing a flood resiliency plan with the help of community members and consultants. "We want to hear from everyone who has dealt with flooding in Staunton, whether it's in well-known problem areas or unexpected locations where water has caused issues," said Environmental Programs Administrator Willow Hughes. "Every flooding experience matters, from basement seepage to street flooding to storm drain backups. These personal stories help us understand the full scope of challenges our community faces and develop the most effective solutions." Complete the online survey at <https://polco.us/sy2ykr>.



June 2025

Dispatched Calls for Service*

Police	2,445 ↓
Fire & Rescue	307 ↑

Average Response Time month/year

Police	3'46"/3'56"
Fire & Rescue	4'51"/4'58"

*arrows indicate if calls are up or down compared to the previous month

Friends Have New Home

The Friends of the Staunton Library are accepting book and media donations at a new location for 2025! Donations will be accepted at Christ Lutheran Church at 2807 North Augusta St. and the book sale will be held there Oct. 13-17. Donations will be collected from 10 a.m. - 12 p.m. on July 23 & 24, Aug. 13 & 14, Aug. 27 & 28, Sept. 10 & 11, and Sept. 24 & 25.



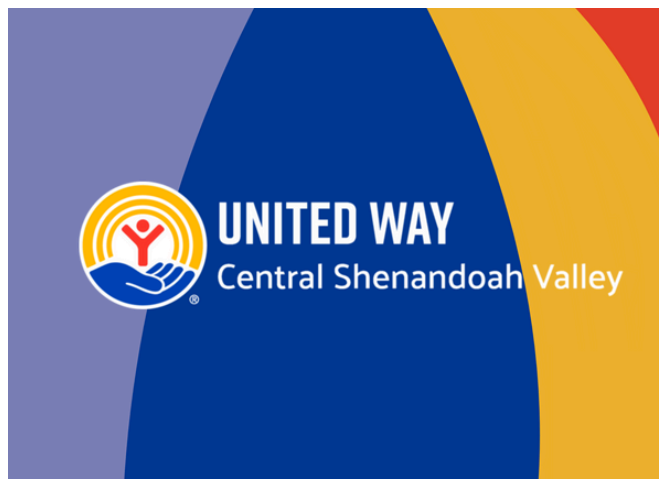
Residential Apiaries?

Staff reintroduced to the Planning Commission an amendment to Title 18, Zoning of the Staunton City Code to add Chapter 18.156, Residential Apiaries. This amendment would allow beekeeping as an accessory use for single-family and two-family homes.



Sharing Values

The City of Staunton continues to uphold and celebrate the core values that guide its daily operations and long-term vision. With priorities set by City Council — Integrity, Inclusion and Equity, Excellence, Engagement, and being Environmentally Conscious — these values are more than just words; they are actively lived by the city's staff every day. To spotlight how these principles are put into action, the Staunton Employee Committee is sharing real-life examples of city staff and departments embodying these values. Each month, a different value is highlighted through posts on the City of Staunton's Facebook and Instagram pages, celebrating the people who bring these ideals to life. Be sure to follow along and see how Staunton's employees are making a difference, one value at a time.



United Way Back in the Valley

With the recent closing of the United Way of Staunton, Augusta County, and Waynesboro, United Way of Harrisonburg and Rockingham County has expanded into the SAW region. With the expansion, the organization has changed its name to the United Way Central Shenandoah Valley to reflect its growing regional footprint and commitment. Amanda Leech, president & CEO of the organization, presented at the June 26 City Council meeting and provided information regarding the expansion plans. Visit <https://uwvr.org/> for more information.



July 2025 Activity Report

Community Development

Key Construction Project Updates

Wawa

Significant construction progress was made in June on the new Wawa at 1031 Richmond Avenue, pictured below.



Reports

Environmental Inspections Report

The Environmental Programs Division of Community Development completed erosion and sediment control inspections on residential and commercial construction sites throughout the city as follows:

- Residential Construction – 35 active sites with 98 inspections in June
- Commercial Construction – 15 active sites with 42 inspections in June

Flood Resiliency Plan Seeks Community Input

The City of Stanton is developing a Flood Resiliency Plan and invited all community members to a listening session on Monday, July 14, at the Stanton Public Library to share their flooding experiences and concerns. This meeting included a presentation from city staff and consultants, but the primary goal was to gather direct input from residents, as every flooding experience, from basement seepage to street flooding, is valuable in understanding the full scope of challenges and developing effective solutions. Residents

can also share their experiences through an online survey or by contacting the Environmental Programs Division.

Planning Commission

An amendment to the Staunton City Code was reintroduced to the Planning Commission that would add Chapter 18.156, "Residential Apiaries." This amendment would allow beekeeping as an accessory use for single-family and two-family homes.

Mass Rezoning Update

Planning Commission held a public meeting on June 11 at Staunton High School to share information about the [mass rezoning project](#). The meeting was attended by approximately 25 residents who wanted to learn more.

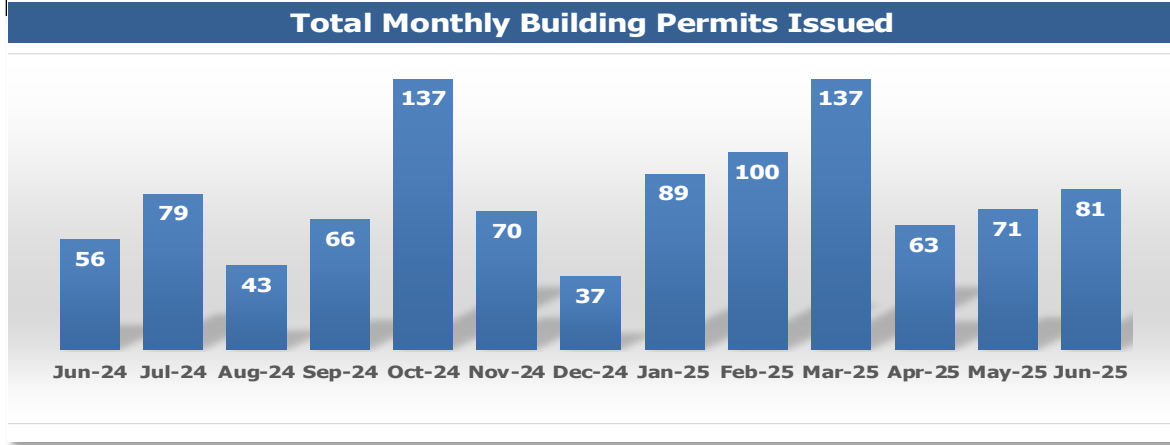
Comprehensive Plan Update

More than 100 citizens attended the recent Community Workshop. There were also two public intercept events in June: The Juneteenth Celebration at Montgomery Hall Park on June 21, and Civics in the Shade at Woodrow Wilson Presidential Library on June 24.



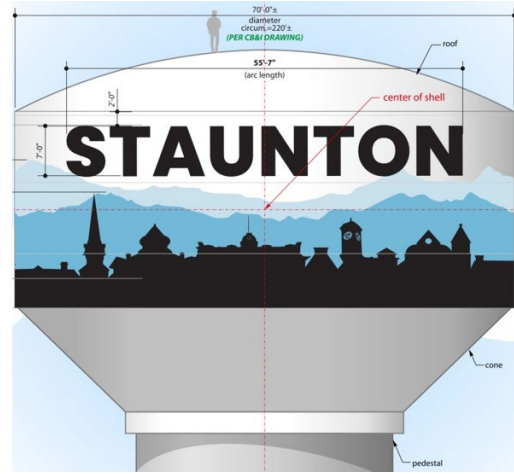
Building Construction and Related Activity

Permits Issued	Jun-25	Jun-24	# Chg	% Chg
New Residential	2	1	1	100.0%
Residential Renovations	9	13	-4	-30.8%
Electrical Permits	42	20	22	110.0%
Mechanical Permits	6	3	3	100.0%
Plumbing Permits	12	6	6	100.0%
Commercial New-Renovations	7	6	1	16.7%
Miscellaneous	3	7	-4	-57.1%
Total	81	56	25	44.6%



Staunton Crossing

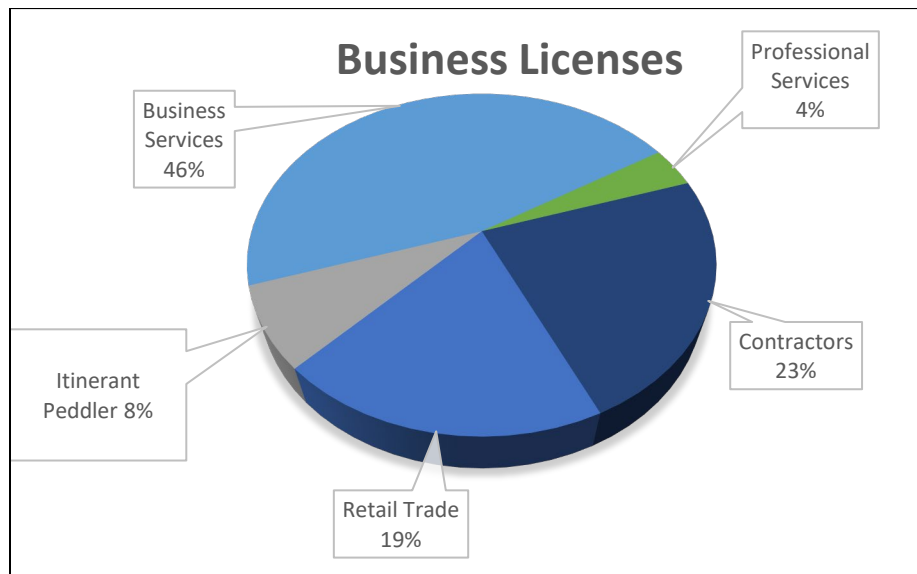
Construction on the sewer system and water tower continues, though the visible progress on the water tower has slowed now that the base has been completed. At their June meetings, both the Economic Development Authority and City Council approved the design for the water tower. This should be completed in the fall, and after the design is applied, the complete bowl will be added to the base.



Business License Activity

During the month of June, the Commissioner of Revenue's office issued 26 business licenses, compared to 35 the previous month, representing a 25.7% decrease. This month a year ago, 30 business licenses were issued.

As seen in the following pie chart, the Business Services sector accounted for 46% of the total licenses issued in June, and the Retail Trade sector accounted for 19%, Contractors accounted for 23%, the Professional Services sector accounted for 4% with a remaining 8% represented by Itinerant Peddlers.



Finance

- The department issued 7,180 utility bills and general bills totaling \$2,085,899 during June.
- Collection activities in June resulted in the recovery of \$665 in delinquent utility invoices.
- The Utility Payment Office processed 3,377 receipts in the amount of \$705,662 during June.
- The department processed 527 City and 208 School accounts payable checks totaling \$5,274,747; 934 City and 561 Schools payroll-related advices totaling \$4,358,245; and 78 ACH debit/wire transactions totaling \$2,591,658 during June.
- The department accepted bids as a result of the updated Invitation to Bid for replacement garage doors at Fire Station 1. An intent to award was issued to Apple Door Acquisitions.
- The department accepted bids for the Gypsy Hill Pool House project and anticipate awarding the project in July.
- Preliminary work has begun on the FY2025 financial statement audit by the city's external auditors, Brown, Edwards, & Co. The auditors were on-site for audit work the first week of June.
- The Finance Department completed year end processes including inventory counts, accounts receivable reconciliation, and general billing reconciliation.

Fire & Rescue

- Staunton Fire and Rescue responded to 307 incidents in June, with an average response time of 4 minutes and 51 seconds. The average response time for the year is 4 minutes and 58 seconds.
- Staff received over 694 hours of training in June.
- Staff conducted 45 business fire safety inspections and 16 re-inspections in June.
- Participated in Family Fun Day at Sunspots.
- Hosted a group of students from the Woodrow Wilson Summer Camp for a safety talk and tour of the fire station.
- Firefighter Savannah Snider served as an instructor for the Camp L.I.T program, an all-girls day camp for ages 14-16 who want to learn what it takes to become a firefighter.

- Master Firefighter Bradley Goodbar graduated from the Virginia Fire Officers Academy held at the University of Richmond. The academy is a weeklong training opportunity that prepares new company officers and up-and-coming company officers with vital knowledge and skills on how to handle everything they may encounter as a company officer.
- Hosted a quarterly regional technical rescue drill at the Virginia School for the Deaf and Blind.
- Assisted with changing the lights at Gypsy Hill Park in preparation for the Happy Birthday America celebration.
- Ladder 1 crew participated in the relay fundraiser for the Fairview Cemetery Shea House at Staunton High School.
- During June, the Fire Marshal's Office issued two blasting permits, two Flammable/combustible liquid storage permits, and two DSS inspections; collected \$600 in permit and inspection fees; conducted five firework sales inspections and one tent inspection; conducted one final site inspection; conducted two sprinkler rough-in inspections and one kitchen hood suppression acceptance test; witnessed two blasting operations; conducted one JSI and one site planning meeting; reviewed one site plan, one street/alley vacation request, and one special use permit; reviewed one fire alarm plan; reviewed four semi-annual fire detection and suppression system inspection reports; and reviewed two special event applications.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time— 7

Part Time/Seasonal— 2

Hired:

Full Time— 5

Part Time— 6

Retired— 0

Activities

Human Resources staff members took part in the following activities in June:

Recruitment:

Initiated recruitment for the following positions:

- Assistant Commonwealth's Attorney
 - Custodian – part-time – Public Works
 - Sanitation Worker
 - Bus Driver – part-time – Parks and Recreation
 - Equipment Operator 1 – Public Works, Streets
 - Referees/Umpires – Parks and Recreation
- Continued recruitment for the following positions:
 - Custodian – part-time
 - Water Treatment Plant Operator
 - Parking Enforcement Officer
 - Parking Attendant
 - Maintenance Worker – Public Works, Traffic Control
 - Equipment Operator II – Public Works, Utilities
 - Equipment Operator II – Public Works, Streets
 - Police Officer – Certified Only

Orientations:

Conducted orientations for five full-time employees.

Information Technology

Information Technology staff took part in the following activities in June:

- SAW Regional Radio project has completed acceptance testing for the microwave backhaul which provides connectivity between the tower sites. This is a major milestone in the project, allowing the radio infrastructure to begin setup. Mobile radio installations have started with Augusta County units. The SAW Regional Radio system will be going live in the fall.
- Rollout continues on the implementation of multi-factor authentication application.

Library



After a fabulous kick-off event in May, the Summer Reading Games program went live on June 1. Over 30 generous local sponsors are providing incentives for local readers to participate. As of this report, Staunton readers have already logged nearly 6,000 hours of reading and the program doesn't end until July 31! This year's participation has increased:

- 38% for children up to age 12
- 48% for teens
- 45% for adults

Special summer reading programs included:

- Mini graffiti murals and koi fish origami for teens
- Intro to Painting for kids with local artist, and former library staff member, Cleveland Morris
- A visit from Grammy-nominated musician Groovy Nate
- Story time with the Staunton Braves

The Friends of the Staunton Library moved into a new space for collecting donations and hosting a fall book sale to benefit the library. Volunteers are now collecting donations of books and media on designated Wednesday and Thursday mornings at 2807 North Augusta Street inside Christ Lutheran Church.

Youth Services Librarian Lizzy Hill installed a new book for the Montgomery Hall Story Walk. For the next few months, families can enjoy *Summer is Here* by Renee Watson.



Technology Services Librarian Carrie Whitlock led another Misinformation Escape Room for teens and adults at Woodrow Wilson Presidential Library for their "Future Presidents of America" camp and a cell phone tutorial class for seniors at Gypsy Hill House.

Library Statistical Report: June 2025

CIRCULATION	Month	YTD	SERVICES	Month	YTD
Adult	9,968	118,897	ILLs Borrowed	22	176
Young Adult (YA)	995	9,461	ILLs Lent	0	0
Juvenile	8,057	85,729	Proctoring/Book-a-Librarians	3	31
Digital	6,061	71,459			
			PROGRAMS		
Total Circulation	25,081	285,546	Adult	16	176
Talking Book Center Circulation	1,272	19,869	Attendance	189	3,037
			YA	4	62
Items Checked In	20,597	236,797	Attendance	1,172	7,430
			Juvenile	34	440
Outgoing to VLC Libraries	1,630	20,091	Attendance	1,476	18,020
Incoming from VLC Libraries	1,531	18,732			
Total Holds Filled	5,157	59,169	PEOPLE		
			Library Visits	13,500	154,750
Added to Collection	751	10,621	Curbside Visits	22	420
Withdrawn from Collection	775	16,263	Computer Users	567	7,524
			Juvenile Computer Users	1,675	18,065
Database Use/Sessions	3,267	26,489	Meetings Held	10	107
			Volunteer Hours	149	1,539
			New Card Registrations	150	2,098
			Total Registered Cards		16,177

Fiscal Year 2025 vs. Fiscal Year 2024 Comparison

	FY 2025	FY 2024	% Change
CIRCULATION			
Adult	118,897	121,516	-2%
Young Adult (YA)	9,461	9,588	-1%
Juvenile	85,729	82,346	4%
Digital	71,459	61,938	15%
Total Circulation	285,546	275,388	4%
Talking Book Center Circulation	19,869	15,162	31%

Items Checked In	236,797	239,427	-1%
Outgoing to VLC Libraries	20,091	23,263	-14%
Incoming from VLC Libraries	18,732	20,082	-7%
Total Holds Filled	59,169	60,514	-2%
Added to Collection	10,621	10,877	-2%
Withdrawn from Collection	16,263	15,619	4%
Database Use/Sessions	26,489	22,773	16%
SERVICES			
ILLs Borrowed	176	161	9%
ILLs Lent	-	-	
Proctoring/Book-a-Librarians	31	54	-43%
PROGRAMS			
Adult	176	145	21%
Attendance	3,037	3,624	-16%
YA	62	79	-22%
Attendance	7,430	7,804	-5%
Juvenile	440	477	-8%
Attendance	18,020	19,424	-7%
PEOPLE			
Library Visits	154,750	156,341	-1%
Curbside Visits	420	868	-52%
Computer Users	7,524	8,287	-9%
Juvenile Computer Users	18,065	11,271	60%
Meetings Held	107	47	128%
Volunteer Hours	1,539	1,549	-1%
New Card Registrations	2,098	2,195	-4%
Total Registered Cards	16,177	18,225	-11%

Discussion of year-to-year statistical comparison:

- Circulation grew 4% overall, with the biggest growth coming from digital materials at a 15% increase over last year. Digital materials now account for approximately one quarter of the library's check-outs. Circulation of physical materials leveled off from FY 2024 with a minor 0.3% growth.
- The Talking Book Center saw the most substantial increases, with over 30% growth in circulation over last fiscal year.
- Programming numbers are down, in part due to staffing constraints and expectations, including one librarian planning for parental leave for two months at

the end of FY2025. This was a conscious scaling back of events to ensure smooth daily operations while staffing would be more limited. The library still held 678 programs, which averages out to 56 events each month, or more than one public event per day.

- Meeting room usage rebounded with a 128% increase in public meeting room reservations.
- Staff conducted a major purge of inactive cards at the start of fiscal year, which led to fewer registered library cardholders overall. However, over 2,000 new accounts were created this fiscal year which equals over five new library users per day.

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Flower beds and annual displays were prepped, planted, and mulched all across the city.
- Three trees were removed in Gypsy Hill Park while many more were pruned or received treatments to protect them from pests.

Maintenance

Park Maintenance completed the following:

- Along with their day-to-day duties, the park maintenance team continued to provide field support and maintenance to Staunton High School.

Community Outreach

Staff engaged in the following community outreach activities

- Celebrated the National Recreation and Parks Society's "Play All Day" event at the bandstand in Gypsy Hill Park. Staff provided activities during the day and ended the evening with a movie.
- Family Night Flix was held in June with the portable large screen at the Gypsy Hill Park Bandstand.
- Camp Staunton began in June with both the Gypsy Hill Gym and Garden Center sites at full capacity for this eight-week program.
- Scheduled programs for the month:
 - Adult co-ed softball
 - Japanese swordsmanship
 - Beginner scuba diving
 - Flame fitness and Flame fitness 2
 - Beginner rock climbing
 - Pickleball tournament



- Co-ed summer soccer
- Doyles River Falls Trail Hike
- Smithsonian Air and Space-Udvar Hazy trip.
- Open gym volleyball at Gypsy Hill Gym
- Hosted Happy Birthday America beauty pageant in Gypsy Hill Park gym

Police

- Hunter Back was hired as a police officer on June 9 and began basic recruit training at the academy in early July.
- All sworn personnel completed annual implicit bias training during the month.
- The E-911 Center handled 4,407 telephone calls during the month, including 1,381 911 calls.
- Police personnel responded to 2,445 incidents during the month, including 1,465 citizen calls for service, 435 officer initiated activities, 175 administrative calls, and 370 directed patrols.
- The average response time for police emergency calls for service during the month was 3 minutes and 46 seconds; it is 3 minutes and 56 seconds for the year.

Public Works

- The Utility Office established 40 new owner accounts, 20 new rental residential accounts, and four commercial accounts.
- The Public Works Utility Office collected \$50,865 in payments.
- 38 accounts were cut off for non-payment during two cut off weeks. Of those cut off, 31 were reconnected after payments were made or a payment plan established.
- Utility crews repaired three water main breaks and four water meters. The crew responded to seven sewer main blockage and 12 sewer lateral blockages.
- The Facilities Department handled multiple air conditioning issues throughout city buildings.
- Melonie Murdock was hired as a new part-time custodian.
- First pickup for the monthly yard waste on June 4 was a success. As of that date, approximately 400 cans had been distributed for the yard waste collection.

Tourism

Activities:

Visit Staunton staff took part in the following promotional, networking, or administrative activities in June:

- Staunton blog promotions featured From Brick Reds To Blue Ridge Blues: The Colors of Staunton, Top Outdoor Adventures in Staunton This Summer, Discover Staunton’s Summer Playlist, Breakfast to Breads: A Day Of Dining in Staunton
- Podcast Episodes Released: The U is Silent; We Aren’t – Episode 8: Country Roads & Family Ties: Wilson Fairchild’s Life in Harmony, Episode 9: Culture in Color: Noelia Núñez Blends Community, Mediums, and Mindfulness
- Made of Magic campaign hyper-targeting family travelers and the Charlotte market
- Visit Staunton was awarded nearly \$20,000 in marketing grants from Virginia Tourism
- Director of Tourism Samantha Johnson attended Virginia Tourism Leadership Institute in Smithfield
- Sales & Marketing Manager Jessica Williams represented Staunton and the Shenandoah Valley at Blue Ridge Outdoor Magazine’s 30th Anniversary Event at Devil’s Backbone
- Johnson was interviewed for a segment on WHSV highlighting impact of tourism to region



Public Relations

The Following is a list of newspapers, websites, magazines, and television stations that published articles about Staunton:

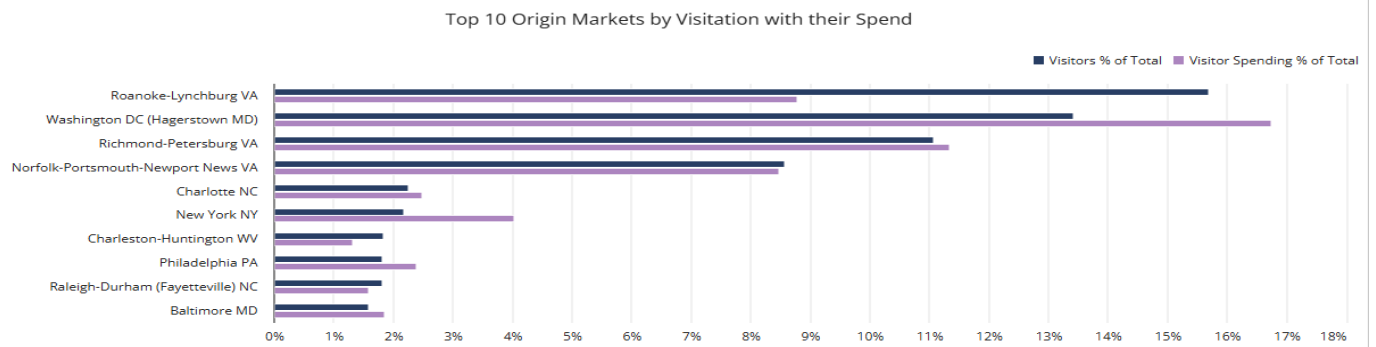
Date	Headline	Source	Reach
10-Jun	<u>Staunton celebrates the return of Pride Month</u>	USA Today	62893387
27-Jun	<u>Virginia’s Top 10 Summer Festivals and Events 2025</u>	Virginia Living	No data available
5-Jun	<u>7 Massive Flea Markets in Virginia That Are Almost Too Good to Be True</u>	Family Destinations Guide	1186381
4-Jun	<u>Photos: SENSE AND SENSIBILITY Opens at The American Shakespeare Center’s Blackfriars Playhouse</u>	BroadwayWorld.com	1128672

21-Jun	<u>9 Fun Cities in Virginia Where Retirees Are Living Their Best Life</u>	Family Destinations Guide	897135
18-Jun	<u>A Time-Travel Road Trip into Virginia's Colonial Era</u>	Thrillist	881587
29-May	<u>'Beer Hiking Virginia' guide connects mountains to shore, hikers to brews</u>	The Virginian-Pilot	464121
7-Jun	<u>The Most Underrated Destinations in All of Virginia, According to Visitors</u>	Explore	450639
5-Jun	<u>A Mountain Town with Global Flavor: A Weekend Guide to Staunton, Virginia</u>	Garden & Gun	338882
27-Jun	<u>Fairview Cemetery to be recognized as a Virginia historical marker</u>	WHSV-TV	240158
29-May	<u>'Beer Hiking Virginia' guide connects mountains to shore, hikers to brews</u>	The Daily Press	226704
27-Jun	<u>Fairview Cemetery to be recognized as a Virginia historical marker</u>	WVIR	172950
26-Jun	<u>15 Southern Events & Happenings: July 2025</u>	StyleBlueprint	81686
19-Jun	<u>Juneteenth celebration comes to Staunton</u>	News Leader	66220
10-Jun	<u>Staunton celebrates the return of Pride Month</u>	News Leader	66220
17-Jun	<u>Virginia's Classical Voices Shine on 'A Local Touch'</u>	WHRO-FM	62394
5-Jun	<u>Staunton's Frontier Culture Museum is expanding with the addition of an indoor space</u>	News Leader	60062
30-May	<u>Staunton arts groups face federal funding cuts, uncertainty</u>	WVTF-FM	37114
18-Jun	<u>"Sense and Sensibility"</u>	C-Ville Weekly	35630
3-Jun	<u>On the Road Again: Four Scenic Blue Ridge Road Trips</u>	Blue Ridge Outdoors	30550
27-Jun	<u>18 Virginia attractions you can visit for free with Culture Passes</u>	The Dogwood	7835
14-Jun	<u>Train Lover's Guide: Best Destinations for Families Near Charlottesville</u>	Charlottesville Family	4139
2-Jun	<u>Step Back in Time: A Family Adventure at the Frontier Culture Museum</u>	Charlottesville Family	3849
			69336315

Website Visitation

Website Traffic		
June 2024	June 2025	% Change
46,717 sessions	46,256 sessions	-0.99 %
169 guide requests	189 visitor's guide requests	+11.8%

Top 10 Origin Markets and Visitor Spending -May 2025-



Roanoke visitation grew by 4% but spending decreased 1% MoM. DC spending grew 2.5% MoM. Norfolk visitation dropped slightly but spending stayed flat. Increase in Charlotte spending & visitation.

10,172 Sample Size

12% of Overall Restaurant Spend - \$73

Hotel Occupancy +1%
STR Occupancy +4%

15% of Overall Retail Spend - \$88

12% of Attraction Spend - \$58

51% Ages 25-54
50% Household \$100k+
35% Have Children

Office on Youth

Crime Control Programs

- Nineteen youth received detention alternative services.
- Three youth completed *3rd Millennium Stoplifting 101* class.

- One youth completed *3rd Millennium ConflictWise, Nicotine 101, and Respect & Resolve class*.
- Four youth completed *Youth Empowerment Sessions (Y.E.S.) class* June 16.

Family Service Programs

Area adults participated in the following programs:

- *Active Parenting*, 15 participants
- *Parenting and Divorce* co-parenting program, 8 adults
- *First 5 Years*, 11 adults
- WARM Shelter parenting program, 3 adults

Family Services Coordinator provided a presentation on the OOO's community collaborations and the importance of Father Engagement for a statewide Virginia Department of Social Services meeting during Father Engagement Week, June 12.

Truancy Prevention - Check and Connect

- 5 Check & Connect students successfully completed summer school in June.

Personal Responsibility Education Programs (PREP)

- Screenagers viewing was facilitated for 44 rising freshmen at Staunton High School June 24.

Staunton Downtown Development Association¹

In June, the SDDA . . .

- Welcomed new full-time staff member Scotty Tiernan as Creative Marketing and Events Coordinator. Tiernan brings a background in design as well as expertise in event planning, small business development, and entrepreneurship.
- Along with the city's Department of Economic Development, co-hosted a group of visiting professionals and elected officials with the Lead Virginia program, giving tours of downtown and explaining some of its preservation and development history.



¹ The Staunton Downtown Development Association (SDDA) is an independent, non-profit corporation, separate from the City of Staunton. Pursuant to the Staunton City Code and a contract with the city, SDDA provides facilities and services funded by the City in the City's downtown service district. SDDA furnishes information to the City Manager's Office for inclusion in this Activity Report to update the city in the performance of its obligations.

- Launched a membership renewal drive featuring a waiver of membership fees for business owners and residents in the Downtown Service District, and held two open house sessions to answer questions about the membership drive and future SDDA activities.
- Collaborated with city staff to research placemaking options for the Wharf parking lot and to develop an action plan.