

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

16" water main broke around **8:35** p.m.

600 valve key turns needed

40 samples collected and tested for bacteria

Staunton Alert Message gained **854** subscribers

86 hours from break to lifting BWA

Water Main Break Leads to BWA

On the evening of Aug. 14, Staunton Public Works responded to a major water main break behind Stocker Street, requiring a large water shut-off that caused low water pressure and service interruptions in higher elevations. A boil water advisory (BWA) was issued early Aug. 15, in coordination with the Virginia Department of Health, and remained in place through the weekend while crews completed repairs, restored pressure, and conducted safety testing. The break itself was fixed in under four hours. During the duration of the BWA, most customers had access to boilable water, and the city operated distribution sites as needed. The advisory was lifted the morning of Monday, Aug. 18.



August 2025

Dispatched Calls for Service*

Police 2,578 ↓
 Fire & Rescue 389 ↑

Average Response Time month/year

Police 4'18"/3'57"
 Fire & Rescue 4'43"/4'54"

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

RELEASED SEPTEMBER 2025

Engaging the Next Generation

City staff is excited to partner with Government classes at Staunton High School on a special project to help shape the city's future. Students will conduct research and interview their peers to gather a broad range of ideas on what they would like to see in Staunton. This valuable feedback will help ensure the perspectives and aspirations of the next generation are woven into the city's Comprehensive Plan, a document that will guide the community for the next 20 years.



Bee Ready

An ordinance permitting beekeeping at single and two-family homes was recommended for approval with changes to the "fly zone barrier" requirements by the Planning Commission. The ordinance uses the state code's definition of "bee" and includes provisions for responsible swarm management.



Communication Testing & Early Voting

The Staunton Augusta Waynesboro regional radio team has begun coverage testing. So far, the testing has been successful on inbound and outbound testing will continue throughout September. The mobile radios have been installed in the Augusta County units and installation has begun in Waynesboro. The system should be going live by the end of the year. Chief Technology Officer Kurt Plowman will update City Council at a meeting in October.

Staunton residents are reminded that in-person early voting begins in City Hall on Friday, Sept. 19. Early voting continues through Oct. 31 from 9 a.m. to 5 p.m., Monday through Friday. City Hall will also be open Saturday Oct. 25 and Nov. 1 for early voting. On Election Day, Nov. 4, there is no voting at City Hall. All regular polling places will be open.



Adaptive Programming

Recreation staff hosted an Adapted Open Gym program on Mondays throughout August. While initial attendance was low, participation grew steadily, culminating in nearly 20 attendees at the final session. A variety of activities were offered, including foursquare, basketball, volleyball, pickleball, and kicking exercises. Staff thoughtfully adapted the equipment to meet participants' needs, utilizing small bounce balls, kickballs, beach balls, and regulation equipment for each sport. The program will resume in November and December, taking place on Thursdays.



August 2025 Activity Report

Community Development

Key Construction Project Updates

Wawa

Significant construction progress was made in August on the new Wawa at 1031 Richmond Ave. Framing and rough in inspections were scheduled. Wawa is expected to open on Oct. 16 according to the company.



Approved Site Plans:

- 600 Churchville Ave: new Pool House at Gypsy Hill Park
- 1008 Pocahontas Ave: new construction of three 2-story duplexes, and two 3-story duplexes

Reports

Investing in Preservation: Staff Attends Statewide Training

Zoning Administrator/Historic Preservation Coordinator Linda Nesselrodt attended the Virginia Department of Historic Resources Certified Local Government workshop on Aug. 22 in Roanoke. The workshop included topics such as: reviewing National Register of Historic Places nominations, evaluating the significance of 20th century residential districts, importance of surveys and updating surveys, demolition by neglect, and rehabilitation case studies. The training workshops are grant funded by the Virginia Department of Historic Resources to all CLG Historic Preservation Commissions and staff.

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 – 36 active sites with 83 inspections in August
- Commercial Construction – 16 active sites with 44 inspections in August

Planning Commission

At its Aug. 21 meeting, the Planning Commission recommended approval for a mass rezoning and a residential beekeeping ordinance, and advanced a proposal to expand downtown parking exemptions.

- **Mass Rezoning:** The Commission recommended the rezoning of 85 properties from business or industrial use to residential, aiming to correct longstanding inconsistencies between zoning and how the properties are actually used. This followed a public hearing where residents raised concerns about traffic and tax assessments.
- **Residential Beekeeping:** An ordinance to permit beekeeping at single and two-family homes was recommended for approval with a minor amendment to the "fly zone barrier" requirements. The ordinance uses the state code's definition of "bee" and includes provisions for responsible swarm management.
- **Downtown Parking Exemption:** After reviewing a request to expand the downtown off-street parking exemption to include properties on the west side of Lewis Street, the commission directed staff to schedule a public hearing on the matter for a future meeting.



Comprehensive Plan Update: Engaging the Next Generation in City Planning

City staff is excited to partner with the Government classes at Staunton High School on a special project to help shape the city's future. Students will conduct research and interview their peers to gather a broad range of ideas on what they would like to see in Staunton. This valuable feedback will help ensure the perspectives and aspirations of the next generation are woven into the City's Comprehensive Plan, a document that will guide the community for the next 20 years.

Building Construction and Related Activity

Permits Issued	Aug-25	Aug-24	# Chg	% Chg
New Residential	3	2	1	50.0%
Residential Renovations	20	12	8	66.7%
Electrical Permits	30	14	16	114.3%
Mechanical Permits	6	5	1	20.0%
Plumbing Permits	10	3	7	233.3%
Commercial New-Renovations	4	4	0	0.0%
Miscellaneous	5	3	2	66.7%
Total	78	43	35	81.4%

Economic Development

Business Retention and Expansion (BRE) Efforts

Business celebrations and networking were prioritized throughout the month. Director of Economic Development Amanda Dimeo attended Ryzing Technologies' 10-year anniversary celebration on Aug. 15. Both team members attended the open house for Atlas and Ember Bridal Salon in the Wharf on Aug. 7 and the groundbreaking for Gypsy Hill Park Pool House on Aug. 8.

External Relations and Professional Development

Educational collaboration expanded with Mary Baldwin University through leading student welcome tours on Aug. 22. These activities strengthen town-gown relationships and showcase local economic opportunities to emerging talent.

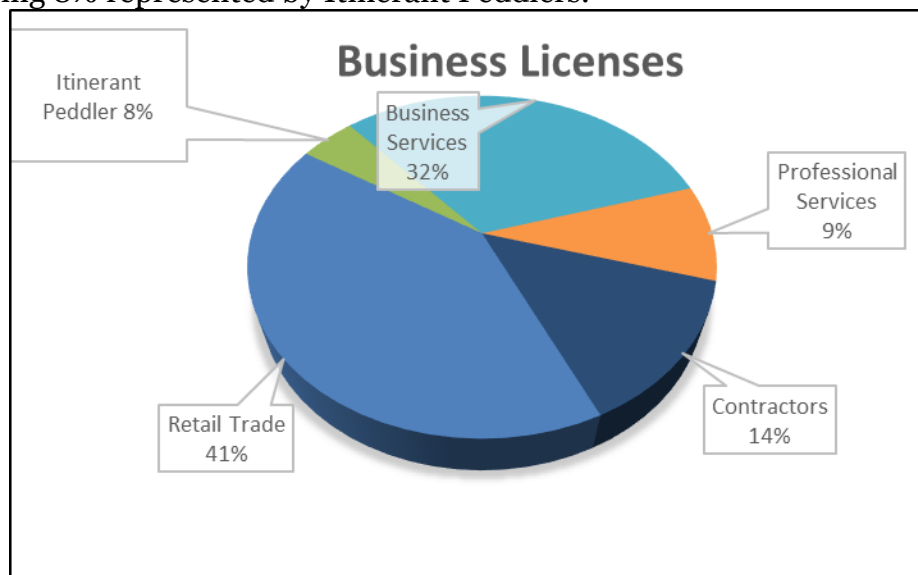
Housing and Community Development

Housing initiatives received attention through the VEDA Housing meeting on Aug. 11, conducted in collaboration with Virginia Housing. This engagement was the first in the new initiative which will include quarterly meetings hoping to address critical workforce housing needs that support economic development goals.

Business License Activity

During the month of August, the Commissioner of Revenue's Office issued 22 business licenses, compared to 31 the previous month. This month a year ago, 21 business licenses were issued.

As seen in the following pie chart, the Business Services sector accounted for 32% of the of the total licenses issued in August, the Retail Trade sector accounted for 41%, Contractors accounted for 14%, the Professional Services sector accounted for 9%, with the remaining 8% represented by Itinerant Peddlers.



Unemployment Data

In July, Staunton's unemployment rate is 3.5%. Staunton's rate is lower than the State's rate of 3.6%. With a labor force of 12,858, Staunton had 12,408 employed and 450 unemployed in July.

Finance

- The department issued 7,253 utility bills and general bills totaling \$1,336,398 during August.
- Collection activities in August resulted in the recovery of \$5,270 in delinquent utility invoices.
- The Utility Payment Office processed 3,279 receipts in the amount of \$838,059 during August.
- The department processed 308 City and 154 School accounts payable checks totaling \$2,876,160; 924 City and 568 Schools payroll-related advices totaling \$4,248,490; and 30 ACH debit/wire transactions totaling \$2,830,290 during August.
- The department accepted Lantz Construction's bid and a contract has been executed for the construction of the new Gypsy Hill Park Pool House.
- The department accepted a proposal as a result of a request for proposal for services related to the HUD CDBG Administrative Planning Services 5-Year Consolidated Plan. A contract was executed.
- A request for quote was issued on behalf of Public Works for a new crane truck. The city received one quote, and Charlie Obaugh Chevrolet was awarded.
- The Finance Department has been working with human resources and the Marsh McLennan Agency on the annual health plan renewal.
- Staff held an on-site visit of the new courthouse construction project with the Virginia Resource Authority (VRA). The VRA financed the construction phase of the courthouse project.

Fire & Rescue

- Staunton Fire and Rescue responded to 389 incidents in August, with an average response time of 4 minutes and 4:43 seconds. The average response time for the year is 4 minutes and 54 seconds.
- Staff received over 491 hours of training in August.
- Staff conducted 44 business fire safety inspections and 12 re-inspections in August.

- All staff assisted in different capacities with the water main break that resulted in a boil water advisory notice.
- Captain Dolan taught CPR and First Aid to a group of Staunton City Schools bus drivers.
- Annual aerial and ground ladder testing was completed.
- Each shift toured the new Augusta County Courthouse as part of building familiarity for mutual aid incidents.
- During August, the Fire Marshal's Office issued one tent permit, one blasting permit, three Flammable/Combustible liquid storage permits, and one LP storage permit; collected \$375 in permit and inspection fees; witnessed two blasting operations; conducted two fire alarm inspections; reviewed one sprinkler plan.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time — 4

Part Time/Seasonal — 12

Hired:

Full Time — 6

Part Time — 8

Retired — 0

Activities

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

Recruitment:

Initiated recruitment for the following positions:

- Public Safety Dispatcher
- School Crossing Guards – Police Department

- Continued recruitment for the following positions:
 - Parking Enforcement Officer – Police Department
 - Referees/Umpires – Parks and Recreation
 - Bus Driver – Part-Time – Parks and Recreation
 - Equipment Operator II – Public Works, Utilities
 - Equipment Operator II – Public Works, Streets
 - Maintenance Worker – Public Works, Traffic Control
 - Police Officer - Police Department

Orientations:

Conducted orientations for six new full-time employees.

Information Technology

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

- Continued work on Kronos (time and attendance) and Tyler EPL (electronic permitting) projects. Both are complex projects and are requiring long meetings with vendors for configuration, testing, and implementation.
- Started upgrading Wi-Fi infrastructure. New wireless access points are being deployed to improve coverage and security.
- Work continues on deployment of new security cameras throughout city facilities.
- GIS Coordinator Jessica Wright assisted Public Works in developing specialized maps during the water main break incident.
- Managed the rollout for new Axon body cameras for the Police Department, including replacing cameras and docking station infrastructure.
- Built a new server rack and extended fiber in the Cochran Judicial Center to provide the circuit court additional space for servers.
- Significant work was completed with the radio infrastructure. The system was powered on and commissioned in August. Initial system testing and several weeks of coverage testing are scheduled for September. Installation of mobile radios in Augusta County units is completed and installations have started in Waynesboro. The SAW Regional Radio system will be going live by the end of the year.
- Segra has started construction on fiber to Reservoir Hill radio shelter and the new J&DR Courthouse. Both projects are scheduled to be completed in September.

Engineering work has also started for the fiber build to the Staunton Crossing water tank.

Library

Staff continued to work with partners at the Community Gear Library: equipment such as tents and sleeping bags arrived for cataloging and processing. This new outdoor recreation collection is expected to launch to the public in mid-September.

Youth Services Librarian Lizzy Hill was featured on WHSV-TV3 changing the Montgomery Hall Park StoryWalk® in anticipation of autumn.

Story times resumed after a brief planning hiatus following the conclusion of the summer reading program. Families have five weekly story times to choose from on Mondays, Wednesdays, and Fridays.

Other August programs included

- The return of Anime Club for teens
- Story Makers writing event for kids and tweens
- Little Lunch Music featuring duo Clymer & Kurtz for all ages
- True Crime Discussion Club for adults

Library Statistical Report: August 2025

CIRCULATION	MONTH	YTD	SERVICES	MONTH	YTD
Adult	17,288	35,894	ILLs Borrowed	16	32
Young Adult (YA)	1,627	3,355	ILLs Lent	0	0
Juvenile	14,230	29,900	Proctoring/Book-a-Librarians	2	5
Digital	6,507	12,665			
			PROGRAMS		
Total Circulation	39,652	81,814	Adult	9	26
Talking Book Center Circulation	1,758	3,368	Attendance	127	667
			YA	2	8
Items Checked In	21,200	42,786	Attendance	1,298	2,107
			Juvenile	19	53
Outgoing to VLC Libraries	1,642	3,268	Attendance	1,290	3,181
Incoming from VLC Libraries	1,669	3,423	General	0	0
Total Holds Filled	5,154	10,208	Attendance	0	0
Added to Collection	894	1,731	PEOPLE		
Withdrawn from Collection	146	272	Library Visits	13,154	26,782

			Curbside Visits	6	23
Database Use/Sessions	1,371	3,194	Computer Users	765	1,462
			Juvenile Computer Users	1,721	3,657
			Meetings Held	8	18
			Volunteer Hours	151.5	249
			New Card Registrations	215	396
			Total Registered Cards		15,268

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Worked through the annual beds, watering, weeding, and dead heading.
 - Beds received their second application of fertilizer.
 - Summer flowers performed well with the peak color arriving around mid-August.
- Staff cleaned up planting, shrubs, etc. all over the city

Maintenance

Park Maintenance completed the following:

- Removed all furniture and equipment from the Gypsy Hill Pool House in preparation for demolition of the old structure.
- Installed new signage at the Story Walk located at the Natural Playground in Montgomery Hall Park.
- Assisted Staunton High School with field prep at Memorial Stadium for the upcoming football season.

Community Outreach

Recreation staff hosted an Adapted Open Gym program on Mondays throughout August. While initial attendance was low, participation grew steadily, culminating in nearly 20 attendees at the final session. A variety of activities were offered, including foursquare, basketball, volleyball, pickleball, and kicking exercises. Staff thoughtfully adapted the equipment to meet participants' needs, utilizing small bounce balls, kickballs, beach balls, and regulation equipment for each sport. The program will resume in November and December, taking place on Thursdays.

Staff also engaged in the following community outreach activities:

- Recreation staff assisted with the ground breaking ceremony for the new pool house building in Gypsy Hill Park.
- Staff assisted with water distribution at Gypsy Hill Park gym.
- HEART program began Aug. 6 at McSwain, Bessie Weller, and Ware elementary schools.

- Scheduled programs for the month of August
 - Adult Softball
 - Adult Soccer
 - Fall Co-Ed Softball League
 - Fall Co-Ed Soccer League
 - Movie Night
 - Japanese Swordsmanship
 - Adult Lap Swim
 - Archery Club
 - Back Country Navigation
 - Wild Caving trip
 - Rain Barrel Workshop
 - Flame Fitness Bootcamp
 - Pop up Playground event
 - Morning Warm Ups
 - Second Saturday Yoga class
 - Little Movers in Gypsy Hill Gymnasium
 - Explorers Club
 - American Red Cross Blood Drive
 - Open Gym Volleyball on Sundays

Police

- Personnel from the Police Department participated in the planning stages of the regional MARCUS Alert system during the month.
- The E-911 Center received 4,663 calls during the month, including 1,327 9-1-1 calls.
- Police personnel responded to 2,578 incidents during the month, including 1,520 citizen calls for service, 550 officer initiated activities, 168 administrative calls, and 340 directed patrols.
- The average response time for police emergency calls for service during the month was 4 minutes and 18 seconds; it is 3 minutes and 57 seconds for the year.

Public Works

Employee Spotlight – Billy Davis



This month's spotlight features Utility Field Crew Supervisor Billy Davis. Billy began employment with the city in 1992 and has faithfully served not only the Public Works Department, but the entire city for well over 33 years. He can often be found in his outdoor office – a utility trench somewhere on one of the city's busy streets helping to keep the water flowing. With Billy at the helm, rest assured that utilities are in good hands. There is never a job too small or too big for him to tackle.

Administration Division

The utility office established 40 new owner accounts, 29 new residential rental accounts, and five new commercial accounts. The office collected \$49,402 in payments. Fifty-two accounts were cut off for non-payment during two cut-off weeks. Of those cut off, 40 were reconnected after payments were made or a payment plan established.

Engineering Division

The Engineering Division of Public Works offers the following project updates:

Gypsy Hill Park Pool House: The existing pool house has been demolished, and site work for the new building by Lantz Construction Company has begun. The project is scheduled for completion in time for the 2026 pool season. The Engineering Division will continue to provide site inspection services and coordination with the contractor, consulting engineer/architect, and various city departments throughout the project.

Uniontown Water and Sewer: The Notice to Proceed was issued for Timmons Group to commence with the preliminary design work of the Uniontown Water and Sewer Improvements. The Preliminary Engineering Report will provide a detailed analysis of topography, water and sewer line proposed routing, hydraulics, easements, permitting, costs, and schedules.

Gardner Springs Pump Station Upgrade Project: As the new building and controls near completion, a new 1500 kW emergency generator was delivered and placed over the foundation of the old pump station building, and higher than the floodplain. This will provide much-improved resilience of the city's primary raw water source.

Utilities Division

Utility field crews repaired two water main breaks, one valve, 11 water meters, and one sewer manhole. Crews responded to four sewer main blockages and eight sewer lateral blockages. Crews installed one new water connection and two new sewer connections.

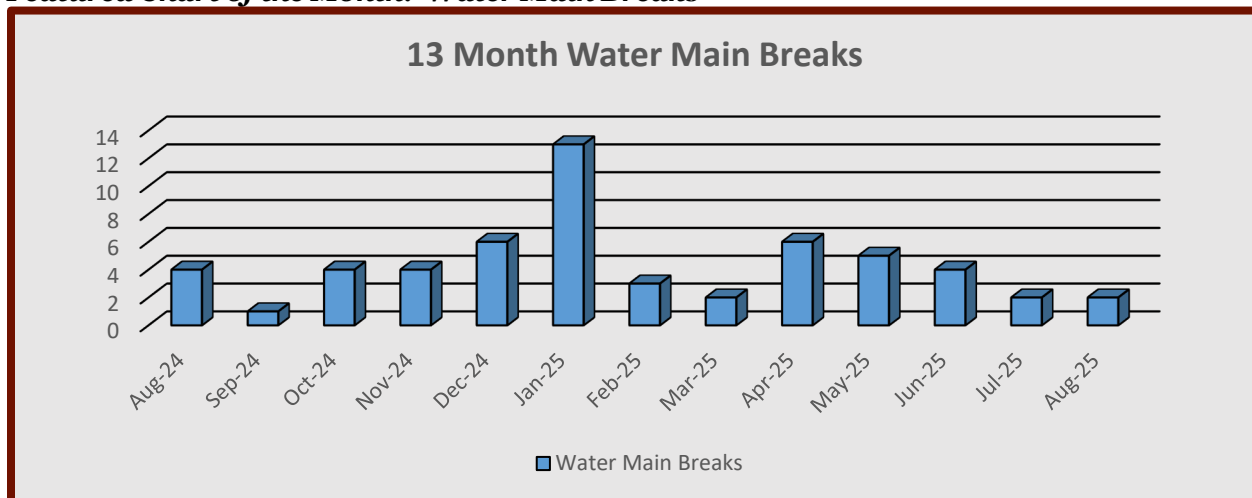
Featured Photo of the Month: Water Main Break Repair



On the evening of Aug. 14, a major water break occurred on a large, 16-inch diameter transmission main. The break resulted in a weekend long Boil Water Advisory (BWA). It was the first BWA in recent memory going back over 30 years. A citywide multi-departmental response, along with assistance from many State agencies, private companies, and over 140 volunteers helped keep the BWA to as short a duration as possible. Many thanks to all PW staff for sustained efforts, especially the utility field crew who, under the supervision of Billy Davis, repaired the actual break in under four hours.

As indicated in the chart below, most of the city’s water main breaks occur during the colder, winter months. Interestingly, a program to replace undersized and leaky mains that began in the 1990s has produced many dividends, and over the last 20 years has brought down the number of water main breaks per year by half.

Featured Chart of the Month: Water Main Breaks



Two Water Treatment Plant operators successfully passed their recent Virginia Department of Professional and Occupational Regulation licensing exams. Trinity Elkins is now a licensed Class III waterworks operator and Jacob Kiser is now a licensed Class IV operator.

Streets and Traffic Division

The Street and Traffic Division welcomes two new crew members. Joshua Spradlin joined Traffic as a Maintenance Worker, and Robert Knight is Equipment Operator I for streets.

A contractor completed the installation of new stormwater improvements at the intersection of Yount Avenue and Whitehall Avenue. Additionally, the contractor began clearing drainage ditches at various locations throughout the city.

The right-of-way crew is continuing to clear growth and mow along city streets. The paving crew remains busy with filling potholes and repaving many of the utility service cuts throughout the city.

Refuse and Facilities Division

Refuse and Facilities Division welcomes Destiny Blankenship and Alexis Lembketo the custodial staff.

A contractor has completed the installation of new automated garage doors at Staunton Fire Department (SFD) Station 1 – a much-needed upgrade for frequently used doors.

Tourism

Activities:

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

- Staunton blog promotions featured [A Closer Look Inside the Staunton Music Festival](#), [Virginia Craft Beer Month](#), [Last-Chance Long Weekend in Staunton](#)
- [Made of Magic](#) campaign began
- Launched the [Local Culture Pass](#) for Staunton residents
- Director of Tourism Samantha Johnson attended the Mid-Atlantic Tourism Public Relations Association's Annual Marketplace, meeting with dozens of travel writers and content creators
- Sales and Marketing Manager Jessica Williams attended the Virginia/North Carolina/Maryland Motorcoach Association's Meeting, planning group travel to Staunton
- Samantha, alongside City Manager's Office, Economic Development, and Staunton Downtown Development staff led new Mary Baldwin University students through Downtown Staunton
- Samantha and Assistant Director of Economic Development Jessica Blythe partnered to share Staunton collectables during SDDA's Summerfest
- Jessica Williams and Kim Cormier launched a new Events & Business Listing experience on VisitStaunton.com



Public Relations

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

Date	Headline	Source	Reach	AVE
31-Aug	<u>These First-Time Homeowners Couldn't Afford to Buy in the Big City. So They Left.</u>	The New York Times	141,172,665	\$ 1,305,847.15
15-Aug	<u>The Best Vineyards in Virginia for A Picturesque Wine Tasting Vacation, According to Research</u>	<u>MSN.com</u>	104,713,925	\$ 968,603.81
19-Aug	<u>This Legendary Restaurant Has the Most Beloved Fresh-Baked Pies In VA</u>	AOL	30,383,090	\$ 281,043.58
31-Aug	<u>Mountain Towns to Visit This Fall</u>	Southern Living	14,344,064	\$ 132,682.59
31-Aug	<u>Fall Foliage Train Rides</u>	Southern Living	14,344,064	\$ 132,682.59
12-Aug	<u>A New Stage for the Theater That Gave America Shakespeare in the Park</u>	Bloomberg	17,180,335	\$ 158,918.10
28-Aug	<u>Where to Eat, Drink, & Stay in Staunton During Queen City Mischief & Magic</u>	NewsBreak	17,070,968	\$ 157,906.45
28-Aug	<u>Last-Chance Long Weekend in Staunton</u>	NewsBreak	17,070,968	\$ 157,906.45
26-Aug	<u>QCMM's 10th anniversary in September to include changes in activity, parking at Wharf Lot</u>	NewsBreak	17,070,968	\$ 157,906.45
19-Aug	<u>Staunton Music Festival hits all the right notes as performers gather for 2025 season</u>	NewsBreak	17,070,968	\$ 157,906.45
14-Aug	<u>Tickets for upcoming fall excursions behind N&W No. 611 now available</u>	NewsBreak	17,070,968	\$ 157,906.45
14-Aug	<u>Frontier Culture Museum celebrates 250 years of American independence</u>	NewsBreak	17,070,968	\$ 157,906.45
19-Aug	<u>This Legendary Restaurant Has the Most Beloved Fresh-Baked Pies in Virginia</u>	Southern Living	14,344,064	\$ 132,682.59
20-Aug	<u>Virginia's Quaint, Friendly Little Town Is an Unexpected Antique Paradise Full of Vintage Charm and Thrift Finds</u>	Islands Magazine	6,513,332	\$ 60,248.32
19-Aug	<u>This Legendary Restaurant Has the Most Beloved Fresh-Baked Pies in Virginia</u>	Yahoo! Life	5,317,813	\$ 49,189.77
26-Aug	<u>10 Stunning Mountain Towns in Virginia Where Life Moves at A Slower Pace</u>	Family Destinations Guide	1,228,085	\$ 11,359.79
14-Aug	<u>Tickets for upcoming fall excursions behind N&W No. 611 now available</u>	Trains	715,170	\$ 6,615.32
31-Aug	<u>They Couldn't Afford Homes in the Big City. So They Left.</u>	DNYUZ	565,426	\$ 5,230.19

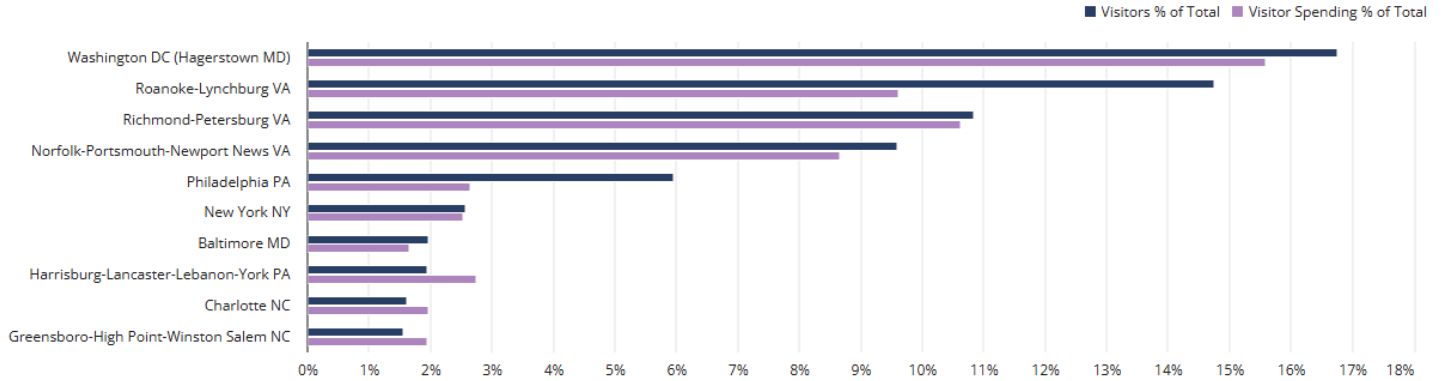
26-Aug	<u>QCMM's 10th anniversary in September to include changes in activity, parking at Wharf Lot</u>	The Augusta Free Press	535,346	\$ 4,951.95
19-Aug	<u>Staunton Music Festival hits all the right notes as performers gather for 2025 season</u>	The Augusta Free Press	535,346	\$ 4,951.95
06-Aug	<u>Staunton Music Festival 2025: Experience the Fusion of Historic and Contemporary Music in Virginia</u>	Travel And Tour World	453,860	\$ 4,198.20
25-Aug	<u>This Day in History: Woodrow Wilson establishes National Park Service</u>	WHSV-TV	310,711	\$ 2,874.08
25-Aug	<u>Marino's Lunch to be featured on popular YouTube show</u>	WHSV-TV	310,711	\$ 2,874.08
18-Aug	<u>Staunton Music Festival returns to downtown</u>	WHSV-TV	310,711	\$ 2,874.08
20-Aug	<u>Queen City Mischief and Magic prepare for year 10</u>	News Leader	93,373	\$ 863.70
16-Aug	<u>Iconic Staunton restaurant, Marino's, to be featured on America's Best Restaurants Roadshow</u>	News Leader	93,373	\$ 863.70
15-Aug	<u>15 Reasons Why Everyone's Falling in Love with The Shenandoah Valley</u>	Housley	56,439	\$ 522.06
31-Aug	<u>Historic steam locomotive to run fall foliage excursions</u>	The Northern Virginia Daily	55,380	\$ 512.26
29-Aug	<u>Historic steam locomotive to run fall foliage excursions</u>	Daily News-Record	53,787	\$ 497.53
04-Aug	<u>Akuma-Kalu Njoku, the man behind the famous Igbo Village in the U.S. - Face2Face Africa</u>	Blackfacts	24,945	\$ 230.74
14-Aug	<u>Frontier Culture Museum celebrates 250 years of American independence</u>	WMRA-FM	11,738	\$ 108.58
28-Aug	<u>Arts & Culture in Virginia's Blue Ridge</u>	The Roanoker Magazine	7,379	\$ 68.26
19-Aug	<u>8 scenic autumn train rides in & around Virginia</u>	The Good Information Foundation	1,154	\$ 10.67
			456,102,094	\$ 4,218,944.34

Website Visitation

Website Traffic		
August 2024	August 2025	% Change
96,940 views	111,028 views	+14.5 %
151 guide requests	129 visitor's guide requests	-14.6%

Top 10 Origin Markets and Visitor Spending -July 2025-

Top 10 Origin Markets by Visitation with their Spend



*D.C. Visitation & Spending grew by 1.5%. Roanoke visitation continued to grow. Philly market grew by 4%



11,506 Sample Size



14% of Overall Restaurant Spend - \$80



Hotel Occupancy +8.5%
STR Occupancy -1%



14% of Overall Retail Spend - \$134



14% of Attraction Spend - \$62



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

Office on Youth

Crime Control Programs

- Twelve youth received detention alternative services.

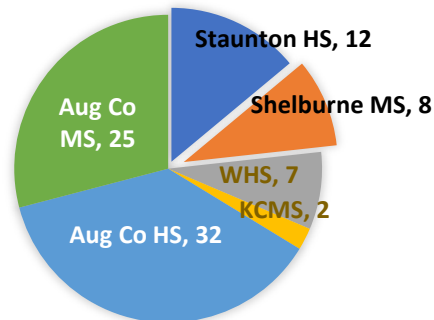
Family Services Programs

Area parents participated in the following programs:

- *Active Parenting*, 14 participants
- *Parenting and Divorce* co-parenting program, 11 participants
- *Loving Solutions*, 9 participants

Check and Connect – Truancy Prevention

CHECK & CONNECT PARTICIPANTS



- Staff completed CANS training and certification, Human Trafficking training, and 24:7 Dads Facilitator training and certification

Safe Routes to School (SRTS) – Healthy Community Action Team (HCAT)

- Coordinator assisted Shenandoah Valley Bike Coalition's Kline's Bike ride Aug. 7.
- Four youth bikes were donated to the YMCA Aug. 12.

Community/Etc.

- Lt. Governor Winsome Earle-Sears visited the Rosenwald Community Center Aug. 29 and met with OOH staff about their programs.

Staunton Downtown Development Association¹

- SDDA had a table at Mary Baldwin University's Move in Day, to promote the organization to the students and welcome them to downtown. Students were also presented with a Student Discount Card in advance of SummerFest.
- SummerFest was held Aug. 23 and promoted local businesses, provided activities, live music, and MBU highlights — including their marching band. Downtown businesses shared they saw an over 90% increase in foot traffic, many saw an increase in sales, and many commented on how great it was to see a stronger student presence.

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.