

RELEASED OCTOBER 2025



CITY OF STAUNTON

# ACTIVITY REPORT HIGHLIGHTS



## By the Numbers

Christine Bandy has been on staff since **2011**.

Stephen Wilder has been with the PD since **2021**.

Cassie Mierzwa has been in dispatch since **2017**.

The **three** employees have a combined **26** years of service.

## "Of The Year"

Three members of the Staunton Police Department were recently recognized for their outstanding service and dedication to the community. Dispatch Team Leader Christine Bandy was honored as Communications Officer of the Year by the Virginia CIT Board for her leadership and commitment to excellence in emergency communications. Officer Stephen Wilder received the Officer of the Year award from the Staunton Police Foundation, recognizing his exemplary performance and dedication to public safety. Dispatcher Cassie Mierzwa was named Employee of the Year by the Staunton Employee Committee, celebrating her professionalism and exceptional service to both colleagues and residents.



## September 2025

### Dispatched Calls for Service\*

Police 2,599↑

Fire & Rescue 328↓

### Average Response Time month/year

Police 3'48"/3'56"

Fire & Rescue 4'44"/4'57"

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

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## Comp Plan Open House, Nov. 10

Community input is needed for the last open house to give feedback on the Comprehensive Plan Update. The event will be from 5:30 - 7 p.m. on Monday, November 10, at Bessie Weller Elementary. Participants are encouraged to drop-in when they can, and review city priorities, provide input and interact with different stations.



## Volleyball with Residents

The Fire Department's C-Shift stopped by The Legacy to spend some quality time with residents—and joined in on a spirited game of beach ball volleyball! Judging by the smiles in the photo, everyone had a great time. Inclusive, adaptive activities like this are a fantastic way to keep seniors active and connected.



## National Community Survey

The City of Staunton has launched its second National Community Survey to gather resident feedback on city services and quality of life. Results will help guide future planning and budgeting.

About 3,000 randomly selected households have received invitations in the mail to participate — first a postcard with a survey link, followed by a paper version for those who prefer it.

A community-wide online survey will open in late October so all residents can share their thoughts. Both surveys close Nov. 11. Topics include the economy, safety, community design, inclusivity, and more; all to help Staunton continue to grow and improve.



## Let there be light!

New solar-powered lights have been installed at the Staunton Crossing Park & Ride, making the public transit spot even more convenient for those riding BRITE's Afton Express and other local lines.





## September 2025 Activity Report

### Community Development

#### Key Construction Project Updates

##### **Gypsy Hill Park Pool House**

Progress continues on the new pool house and covered outdoor facility at 600 Churchville Ave. The demolition of the previous structure is now complete, and the project is advancing to the foundation phase. Footer inspections are being scheduled for the new 3,403-square-foot building.

*Pictured right: The area where the old gypsy pool house once stood is being prepared for footers for the new pool house.*



##### **Columbia Gas Administrative Headquarters**

Construction is progressing on the new Columbia Gas administrative office headquarters. The 22,355-square-foot facility, located at 102 Valley Center Dr., is in the next stage of construction, which includes framing and rough-ins.



*Pictured left:  
Exterior views of the  
new Columbia Gas  
Administrative  
Headquarters being  
built in Staunton  
Crossing.*

#### 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 – 37 active sites with 85 inspections in September
- Commercial Construction – 15 active sites with 30 inspections in September

## Two Completed Restoration Projects Enhance Local Water Quality & Stream Health

**Cole Avenue Stream Restoration:** The Cole Avenue stream channel restoration project was recently completed. This major initiative repaired a severely eroded stream channel by stabilizing its banks, protecting exposed sanitary sewer lines, and restoring the floodplain to reduce downstream flooding. The project represents a significant step in helping the city meet its pollution reduction obligations under the Chesapeake Bay Act.

*Pictured right: Drone photograph of the recently completed Cole Avenue Stream Restoration.*



**Gypsy Hill Park Stream Restoration:** A ribbon-cutting ceremony on Oct. 3 celebrated the completion of the Gypsy Hill Park Stream Restoration Project. The project restored a section of Peyton Creek damaged by stormwater runoff by stabilizing streambanks, improving habitat, and planting native vegetation. This initiative enhances the park's ecological health and helps the city meet its stormwater pollution reduction requirements for the Chesapeake Bay.

*Pictured right: Vice Mayor Brad Arrowood speaks at a ribbon cutting for the Gypsy Hill Stream Restoration.*



### Comprehensive Plan Update: Next Community Workshop Set for Nov. 10

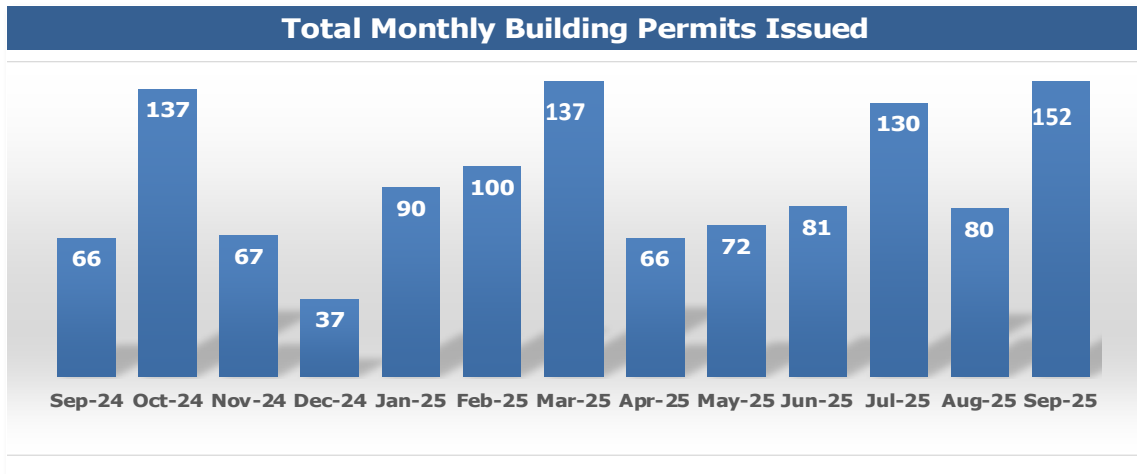
The Comprehensive Plan update is reaching a key milestone with its third and final community workshop scheduled for Monday, Nov. 10, from 5:30 to 7:00 p.m. at Bessie Weller Elementary. Attendees will have the opportunity to weigh in on draft recommendations and review the new future land use map. Following this final in-person event, a public survey will be released in early 2026 to ensure all community members can provide feedback on the complete draft plan before its final adoption by Council.

### Building Construction and Related Activity

Permits Issued	Sep-25	Sep-24	# Chg	% Chg
New Residential	21	1	20	2000.0%
Residential Renovations	9	15	-6	-40.0%
Electrical Permits	38	18	20	111.1%
Mechanical Permits	28	10	18	180.0%
Plumbing Permits	28	10	18	180.0%
Commercial New-Renovations	4	8	-4	-50.0%
Miscellaneous	24	4	20	500.0%
Total	152	66	86	130.3%



The increase in new residential permits is due to the development in South View and the Bell Creek subdivisions.



## **Economic Development**

### **Business Retention and Expansion Efforts**

Assistant Director of Economic Development Jessica Blythe attended the grand opening of Elli Bubble on Sept. 9, a new business in downtown Staunton.



### **External Relations and Professional Development**

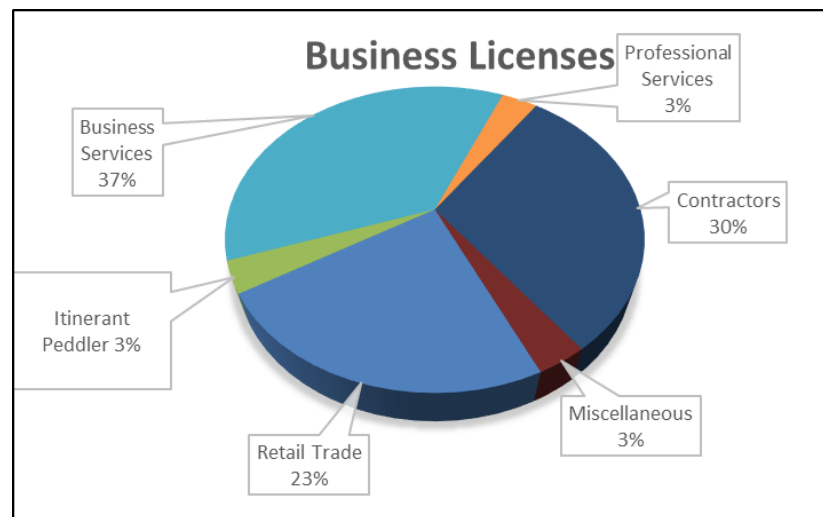
The team attended an International City Management Association meeting on Sept. 4, where Director of Economic Development Amanda DiMeo and Blythe joined staff from the City Manager's Office and Housing Specialist Rebecca Joyce to discuss the Economic Mobility and Opportunity Special Assistant position with other grantees nationwide. This grant-funded position will be housed in the City Manager's Office.

Blythe continued her Virginia Rural Leadership Institute program in Luray from Sept. 17-19, advancing her leadership project and building networks across rural Virginia communities.

### Business License Activity

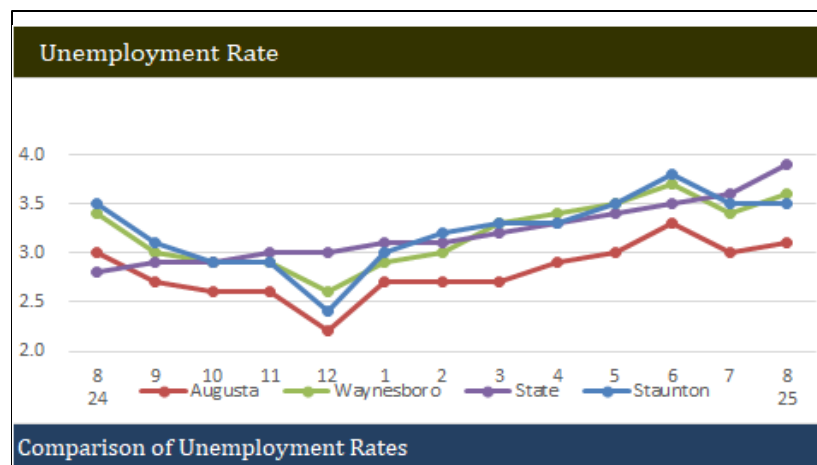
During the month of September, the Commissioner of Revenue's Office issued 30 business licenses, compared to 22 the previous month, representing a 36.6% increase. This month a year ago, 36 business licenses were issued.

As seen in the following pie chart, the Business Services sector accounted for 38% of the total licenses issued in September, the Retail Trade sector accounted for 24%, and Contractors accounted for 31%. Each of the following sectors represented 3% each; Professional Services, Itinerant Peddlers, Miscellaneous.



### Unemployment Data

In August, Staunton's unemployment rate of 3.5% stayed steady from the previous month. As seen in the graph below, Staunton's rate is lower than the State's rate of 3.9%. With a labor force of 12,725, Staunton had 12,280 employed and 445 unemployed in August.



### **Finance**

- The department issued 7,251 utility bills and general bills totaling \$1,934,494 during September.
- Collection activities in September resulted in the recovery of \$2,609 in delinquent utility invoices.
- The Utility Payment Office processed 2,894 receipts in the amount of \$1,101,950 during September.
- The department processed 453 City and 253 School accounts payable checks totaling \$5,341,203. 877 City and 576 Schools payroll-related advices totaling \$4,488,107 and 84 ACH debit/wire transactions totaling \$9,003,252 during September.
- Work continues on the upgrade to the timekeeping system, Kronos/UKG.
- The department issued a public notice of intent to award to The First Bank & Trust as a result of the RFP that was published for banking services. The contract is being finalized.
- The FY2025 Annual School Report was completed and filed with the Department of Education.

### **Fire & Rescue**

- Staunton Fire and Rescue responded to 328 incidents in September, with an average response time of 4 minutes and 44 seconds. The average response time for the year is 4 minutes and 57 seconds.
- Staff received over 795 hours of training in September.
- Staff conducted 40 business fire safety inspections and 29 re-inspections in September.
- Ben Childs and Justin Brown were welcomed as new full-time personnel. Childs joined C-shift and Brown joined A-shift.
- As part of public outreach, firefighters attended a luncheon at Liberty Point; a community picnic at Graphic Packaging, participated in touch-a-truck at St. Paul's Church, and community day at the Staunton Church of the Brethren.
- The Firefighters for Literacy program was started in each of the city's elementary schools.
- Attend the 9/11 ceremony at Mary Baldwin University.

- Firefighter Stanley Barbour obtained his Advanced Life Support certification.
- All staff received their annual Life Scan physicals.
- Assisted staff at Bessie Weller Elementary with their stair-chair evacuation training.
- Station 1 hosted field trips for children from Bears and Blankets Day Care and Grace Christian School.
- Firefighters were on hand for the Queen City for Mischief and Magic Festival, three youth football games, one junior varsity, and one varsity.
- During September, the Fire Marshal's Office issued two flammable/combustible liquid storage permits and two hazmat storage permits; conducted underground storage tank final inspections at the Wawa location and two final site inspections; conducted two fire alarm inspections and one sprinkler inspection; reviewed one sprinkler plan; reviewed two site plans, two special event applications, and two rezoning requests.

## **Human Resources**

### ***Employee Actions***

The following employee actions were processed:

Terminated:

Full Time— 4

Part Time/Seasonal— 0

Hired:

Full Time— 4

Part Time— 0

Retired— 1

### ***Activities***

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

*Recruitment:*

Initiated recruitment for the following positions:

- Economic Mobility & Opportunity Special Assistant – City Manager's Office



- 2025-26 Recreational Program Aide – Parks & Recreation
- Recovery Court Coordinator (Maury River) – Blue Ridge Court Services
- Equipment Operator I – Park Maintenance
- Firefighter/EMT
- Accounting Technician I – Utility Collections, Finance
- Sanitation Worker – Public Works
- Utility Technical Services Crew Supervisor – Public Works
- Police Records Clerk
- School Crossing Guards – Police Department
- Continued recruitment for the following positions:
  - Parking Enforcement Officer – Police Department
  - Referees/Umpires – Parks & Recreation
  - Public Safety Dispatcher – Police Department
  - Maintenance Worker, Traffic Control – Public Works

### *Orientations:*

Conducted orientations for 4 full-time employees.

## **Information Technology**

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

- Continued work on UKG/Kronos (time and attendance) and Tyler EPL (electronic permitting) projects. Both projects are complex requiring long meetings with vendors for configuration, testing, and implementation.
  - The new cloud-based UKG went live in October for both City and School personnel
- Nearly all Windows 10 workstations have been upgraded or replaced. IT is on track to complete the project before Microsoft discontinues Windows 10 support in mid-October.
- Added several network drops to roof of City Hall to support the Police Department's drone docking station.
- Coverage testing for the new SAW Regional Radio system was completed. Testing involved several teams performing prescribed transmissions throughout the cities and county in a variety of radio configurations. Installation of mobile radios in Augusta County and Waynesboro units are completed. Installations in Staunton Fire and Staunton-Augusta Rescue Squad are also completed. To date, over 260 mobile radios have been installed. The SAW Regional Radio system will be going live in early 2026.

- IT work in the new J&DR General District Courthouse has accelerated with completion of the fiber network into the facility. Work continues setting up new hardware to support phone and network operations.
- Chief Technology Officer Kurt Plowman attended VDEM's NG911 cybersecurity tabletop exercise in Culpeper. The exercise worked with several public safety answering points in a simulated cybersecurity event.

## **Library**

The library closed its main entrance unexpectedly on Wednesday, Sept. 24 after learning that the front stairs need to be reinforced for safety. The library's north accessible entrance remains open to all visitors and provides easy access to the elevator. A plan to shore up the supports is forthcoming.

The new outdoor gear collection officially launched on Sept. 16. Thirty-two pieces of gear ranging from tents to camp stoves are now available to check out with a resident adult library card in good standing. Users must complete an orientation with the Community Gear Library partner organization prior to being approved for check-out. Media coverage included a WHSV feature and an article by the Augusta Free Press.



A busy outreach season is in full swing. In addition to the usual weekly outreach to early childhood centers, staff hosted a booth at the African American Heritage & Multicultural Festival, welcomed both Mary Baldwin freshmen and Stuart Hall students on field trips, and attended Ware Elementary Literacy Night.



September programs included

- Tiny Kitchen for teens
- Little Lunch Music featuring Me & Martha
- True Crime Discussion Club for adults
- Homeschool Hour: Intro to American Sign Language for Kids
- Grandparents' Day special storytime
- National Voter Registration Day

***Library Statistical Report: September 2025***

<b>CIRCULATION</b>	<b>Month</b>	<b>YTD</b>		<b>SERVICES</b>	<b>Month</b>	<b>YTD</b>
Adult	16,598	52,492		ILLs Borrowed	15	47
Young Adult (YA)	1,443	4,798		ILLs Lent	0	0
Juvenile	12,951	42,851		Proctoring/Book-a-Librarians	5	10
Digital	6,292	18,957				
Total Circulation	37,284	119,098		<b>PROGRAMS</b>		
Talking Book Center Circulation	1,836	5,204		Adult	13	39
				Attendance	170	837
Items Checked In	19,748	62,534		YA	5	13
				Attendance	1,045	3,062
Outgoing to VLC Libraries	1,885	5,153		Juvenile	42	95
Incoming from VLC Libraries	1,621	5,044		Attendance	1,437	4,618
Total Holds Filled	5,044	15,252		General	1	1
				Attendance	49	49
Added to Collection	780	2,511				
Withdrawn from Collection	2,157	2,429		<b>PEOPLE</b>		
		-		Library Visits	13,557	40,339
Database Use/Sessions	4,341	8,890		Curbside Visits	7	30
				Computer Users	704	2,166
				Juvenile Computer Users	1,438	5,095
				Meetings Held	18	36
				Volunteer Hours	152	401
				New Card Registrations	191	587
				Total Registered Cards		15,453

**Parks & Recreation*****Horticulture***

Horticulture completed the following tasks:

- Tree work in September included, removing a dead Elm tree near the Kiwanis field in Gypsy Hill Park; installing stem guards on young trees to protect from deer horning; pruning trees at the Firehouse parking lot; and pruning the American Legion trees along Richmond Road.
- Installed stone base and memorial bench for Dakota Humphries family, located near the Kiwanis Field.
- Repaired and re-worked hardscape seating terrace in Woodrow Park and installed a memorial bench for the family of Chris Fountain.



**Maintenance**

Park Maintenance completed the following:

- Installed new handrail on steps at Gypsy Hill Park near the mini train.
- Completed irrigation repairs and replaced a 30ft line on the golf course.
- Began preparations for the upcoming leaf season and removal.

**Community Outreach**

Scheduled programs for the month of September included:

- Fall co-ed softball and soccer leagues
- Japanese Swordsmanship
- Archery Club
- Hunter certification course
- Bark Park special event
- Chess Club
- ASC Jr Drama Club and Sr Drama Club
- Ballroom dancing
- Paddling Lake Shenandoah
- Parent/Child rock climbing
- Morning warm ups
- Open gym at Gypsy Hill Park
- Little Movers
- Hand print art class
- Dancing through the decades
- Fitness for life

**Police**

- The Staunton Police Foundation hosted its annual gala on Sept. 6. Officer Stephen Wilder was named the Officer of the Year.
- Dispatch Team Leader Christine Bandy was named Communications Officer of the Year by the Virginia CIT Board.
- Two student interns began working with the Department during the month; one from Waynesboro High School and the other from Mary Baldwin University.
- The E-911 Center received 4,510 calls during the month, including 1,272 9-1-1 calls and 16 text to 9-1-1.
- Police personnel responded to 2,599 incidents during the month, including 1,466 citizen calls for service, 623 officer initiated activities, 205 administrative calls, and 305 directed patrols.
- The average response time for police emergency calls for service during the month was 3 minutes and 48 seconds; it is 3 minutes and 56 seconds for the year.

## **Public Works**

### ***Employee Spotlight – Michael Faulkner***



This month's spotlight features Michael Faulkner, Senior Project Manager in our Engineering Division. Faulkner has been employed with the city for over four years and in that time, he has played a vital role in many large and small projects undertaken by the Engineering Division. He holds two associate's degrees, one in Civil Surveying/Engineering and one in Drafting/Design, from the West Virginia Institute of Technology. His experience is heavily loaded with construction and he has been instrumental in completing our recent Gardner Springs Upgrade Project. In his own words "the difficult, I can do; the impossible just takes a little longer."

### ***Administration Division***

The utility office established 29 new owner accounts, 28 new residential rental accounts, and 3 new commercial accounts. The office collected \$48,248 in payments. A total of 25 accounts were cut off for non-payment during two cut-off weeks. Of those cut off, 19 were reconnected after payments were made or a payment plan established.

### ***Engineering Division***

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

Staunton Crossing Water and Sewer: Construction of the on-site water and sewer line work at Staunton Crossing has been substantially completed, and the sewage pump station building has been erected. Work began on the downstream portion of sewer line work. For the elevated water storage tank, the contractor continues to weld the steel storage "bowl" together, currently on the ground at the base of the concrete pedestal.

#### Johnson, Byers, and New Street Tunnel Repairs:

Draft final plans and contract documents were received and are being reviewed by staff, prior to a planned bid advertisement in October. Staff presented a project update at the Sept. 25 City Council meeting.

North Augusta Street Sidewalk Improvements – Lambert Street to Terry Court: Staff submitted a VDOT Revenue Sharing Application for this project. VDOT is expected to announce results of award status in June 2026.

Edgewood Sidewalk Improvements: Staff submitted a VDOT Revenue Sharing Application for this project. If awarded, this funding would help to supplement the shortfall of available VDOT SMARTSCALE funds of the project, currently in design phase. VDOT is expected to announce results of Revenue Sharing award status in June 2026.

**Gardner Springs Pump Station Upgrade Project:** The new emergency generator was installed and tested. Final inspections and punch list items are underway and substantial completion is expected in October.

### ***Featured Photo of the Month: New Gardner Springs Pumphouse***

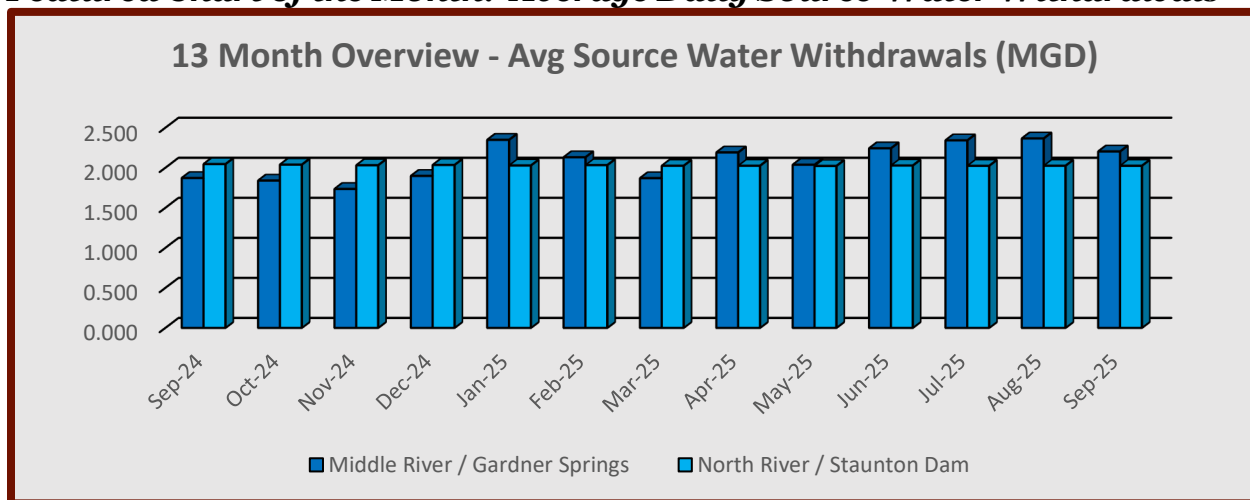


This photo shows the city's new Gardner Springs Pumphouse. The new pumphouse replaces the original pumphouse that was built in the late 1940s. It was built in the floodplain of the Middle River and suffered from many floods over the years, most recently in 1985 and 1996. As a result, the new pumphouse was elevated above the floodplain and a large emergency generator was added to provide backup power during outages. Collectively, these improvements were

necessary to make the city's primary water source more resilient and reliable, particularly during emergency situations.

How much water does the city take in from Gardner Springs? On average, Gardner Springs provides just over half of the city's water supply needs on any given day. As indicated on the chart below, the water withdrawal from the springs ranges from 1.8 to 2.4 million gallons per day (MGD). On the other hand, the water withdrawal from the North River at Staunton Dam remains steady at 2.0 MGD except during significant dry periods where the city will withdraw less from this source to conserve water.

### ***Featured Chart of the Month: Average Daily Source-Water Withdrawals***



### ***Utilities Division***

Utility field crews repaired five water main breaks, two valves, 15 water meters, and one sewer manhole. Crews responded to six sewer main blockages and eight sewer lateral blockages. Crews installed one new water connection and one new sewer connection. They also installed one new sewer manhole and repaired one fire hydrant.



***Streets and Traffic Division***

The Streets Division, with help from Refuse, completed the second round of heavy trash and brush collection. This was the first time this service was provided twice during the calendar year and subjectively appears to have been a success.

A contractor completed sidewalk replacement projects along Selma Boulevard and North Lewis Street. Additional sidewalk repair/replacements are planned for later this fall.

The right-of-way (ROW) crew completed the second round of clearing growth and mowing along city streets and ROWs. They have begun the third round which will likely be the last round of clearing and mowing given the current dry conditions.

A contractor returned to the city to complete milling and paving operations on specific streets that were not completed during spring paving due to the contractor's scheduling conflicts.

With help from Refuse and Utilities, the Streets Division staffed the Queen City Mischief and Magic (QCMM) event by closing downtown streets and collecting event trash.

***Refuse and Facilities Division***

A contractor replaced two malfunctioning AC compressors (under warranty) within the new HVAC unit on top of City Hall. The contractor also installed a new HVAC unit to replace a significantly aged unit at Public Works.

With help from the Streets Division, Facilities maintenance crews installed the first three solar-powered lights at the city's new park and ride facility at Staunton Crossing. The remaining lights are expected to be installed before the end of the year.

A cursory structural evaluation of the city's library by one of our engineering consultants revealed that the structural integrity of this 1917 building is in relatively good condition although a few cosmetic repairs to the building's exterior are needed. Unfortunately, the front steps into the library were found to need repair. A temporary shoring system for the steps is underway, with more permanent repairs being designed by the consultant.

**Tourism*****Activities:***

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

- Staunton blog promotions featured Staunton's Queen City Mischief & Magic Festival Welcomes Magic and Fantasy Lovers, Things to See and Do As the Leaves Change in Staunton
- Made of Magic campaign launched in Philadelphia
- Visit Staunton hosted travel writers from *Esquire* and *Garden + Gun* magazines

### ***Public Relations***

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

<b>Date</b>	<b>Headline</b>	<b>Source</b>	<b>Reach</b>	<b>AVE</b>
<b>10-Sep</b>	<u>Our Favorite Restaurants and Industry Trends of 2025</u>	The New York Times	132,818,535	\$1,228,571
<b>24-Sep</b>	<u>Virginia's Most Renowned Fall Views Are on A 4-Hour Train Trip Open for A Limited Time Annually</u>	<u>MSN.com</u>	103,994,190	\$ 961,946
<b>19-Sep-</b>	<u>The most beautiful escapes to catch fall color</u>	<u>MSN.com</u>	103,994,190	\$ 961,946
<b>11-Sep-</b>	<u>This Beloved Train Ride Is Back for Fall—But You Only Have 5 Weekends to Catch It</u>	<u>MSN.com</u>	103,994,190	\$ 961,946
<b>21-Sep-</b>	<u>Scenes from the African-American Heritage &amp; Multicultural Festival in Staunton</u>	Yahoo! News	55,646,663	\$ 514,732
<b>28-Sep-</b>	<u>10 Breathtaking Mountain Towns Perfect for Retirees on a \$2,500 Monthly Budget</u>	AOL	28,025,399	\$ 259,235
<b>19-Sep-</b>	<u>12 Scenic Train Rides in the South</u>	AOL	28,025,399	\$ 259,235
<b>16-Sep-</b>	<u>Here Are 10 of the Most Beautiful, Charming Small Towns in Virginia</u>	AOL	28,025,399	\$ 259,235
<b>16-Sep-</b>	<u>Escape to These Charming Mountain Towns in Virginia Before Fall Ends</u>	AOL	28,025,399	\$ 259,235
<b>19-Sep-</b>	<u>This Virginia Restaurant Is Worth the Trip, Says Our Dining Critic</u>	NewsBreak	17,990,759	\$ 166,415
<b>16-Sep-</b>	<u>The Postcard-Worthy Town in Virginia That's Made for A Wallet-Friendly Day Trip</u>	NewsBreak	17,990,759	\$ 166,415
<b>11-Sep-</b>	<u>Staunton's Queen City Mischief &amp; Magic Festival Welcomes Magic and Fantasy Lovers</u>	NewsBreak	17,990,759	\$ 166,415
<b>02-Sep-</b>	<u>One Of Virginia's Most Underrated Towns Is a Scenic Hideaway with Trails, Music, And Local Flavor</u>	Islands Magazine	6,513,332	\$ 60,248
<b>03-Sep-</b>	<u>You'll Hit the Thrifting &amp; Antiquing Jackpot in This Quaint Virginia Town</u>	House Digest	3,867,482	\$ 35,774
<b>24-Sep-</b>	<u>Virginia's Most Renowned Fall Views Are on A 4-Hour Train Trip Open for A Limited Time Annually</u>	Islands Magazine	2,594,254	\$ 23,997
<b>16-Sep-</b>	<u>Escape to These Charming Mountain Towns in Virginia Before Fall Ends</u>	Only In Your State	1,948,515	\$ 18,024
<b>16-Sep-</b>	<u>Here Are 10 of the Most Beautiful, Charming Small Towns in Virginia</u>	Only In Your State	1,948,515	\$ 18,024
<b>23-Sep-</b>	<u>ROMEO AND JULIET Opens Fall Repertory Season at American Shakespeare Center</u>	<u>BroadwayWorld.com</u>	1,175,195	\$ 10,871

<b>19-Sep-</b>	<u>The most beautiful escapes to catch fall color</u>	WFMZ-TV	1,083,944	\$ 10,026
<b>09-Sep-</b>	<u>Our Staff's Restaurants of the Year, Plus Takes and Trends From 2025</u>	DNYUZ	598,998	\$ 5,541
<b>10-Sep</b>	<u>'The New York Times' Names This Virginia Restaurant as One of the Best in the U.S.</u>	Northern Virginia Magazine	359,360	\$ 3,324
<b>28-Sep-</b>	<u>The 10th annual Queen City Mischief and Magic Festival returns to Staunton</u>	WHSV-TV	315,785	\$ 2,921
<b>12-Sep</b>	<u>Your guide to festivals, events and more fun things to do around the region this fall</u>	<u>InsideNoVa.com</u>	251,229	\$ 2,324
<b>21-Sep-</b>	<u>Surprise ceremony at the African-American Heritage &amp; Multicultural Festival in Staunton</u>	News Leader	104,729	\$ 969
<b>01-Sep</b>	<u>Historic steam locomotive to run fall foliage excursions</u>	The Winchester Star	98,530	\$ 911
<b>19-Sep</b>	<u>12 Scenic Train Rides in the South (Including the NEW Gulf Coast Route!)</u>	StyleBlueprint	92,577	\$ 856
<b>25-Sep</b>	<u>Virginia 611 Steam Engine Returns This Fall with Augusta County Trips</u>	Country Herald	73,576	\$ 681
<b>28-Sep</b>	<u>People pour in from everywhere for 10th annual Queen City Mischief &amp; Magic festival</u>	Daily News-Record	53,565	\$ 495
<b>25-Sep</b>	<u>611 Steam Engine coming through Augusta County this Fall</u>	Rocktown Now	44,413	\$ 411
<b>17-Sep</b>	<u>'The Two Gentlemen of Verona' at Blackfriars Playhouse through 11/15</u>	C-Ville Weekly	42,999	\$ 398
<b>11-Sep-</b>	<u>One Virginia Restaurant Made the New York Times 2025 '50 Best' List — Here's Which One</u>	Alexandria Living Magazine	39,041	\$ 361
<b>02-Sep-</b>	<u>This Virginia Escape Is a Dream for History Lovers</u>	Main Line Today	37,922	\$ 351
<b>12-Sep-</b>	<u>Your guide to festivals, events and fun things to do around the region this fall</u>	Fauquier Now	30,013	\$ 278
<b>24-Sep-</b>	<u>Queen City Mischief and Magic marks 10 years in Staunton this weekend</u>	The News Virginian	14,905	\$ 138
<b>25-Sep-</b>	<u>Top Things to Do in Northern Virginia for Luxury Travelers in 2025</u>	Iconic Life	9,179	\$ 85
<b>24-Sep-</b>	<u>All Aboard!</u>	The News-Gazette	8,552	\$ 79
			<b>687,828,251</b>	<b>\$6,362,411</b>

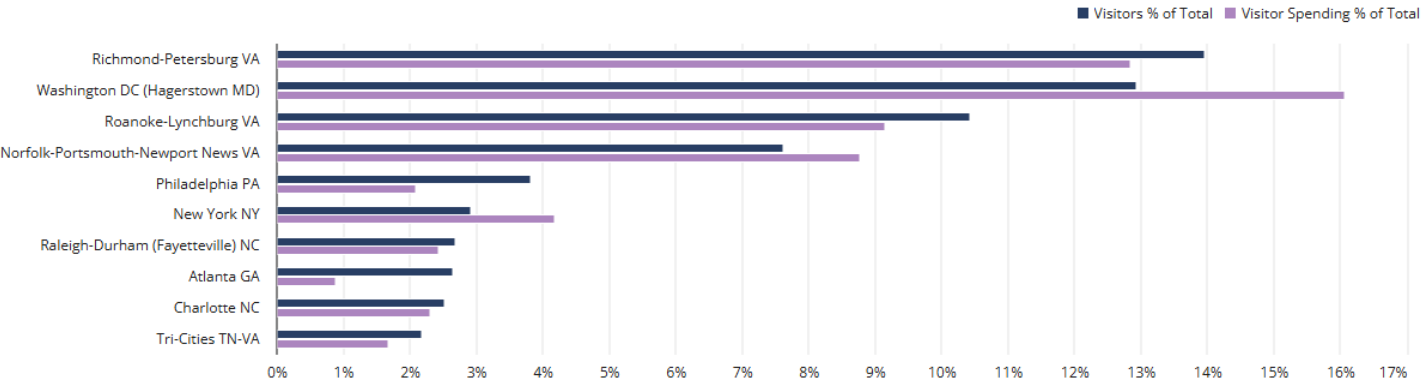


Website Visitation


Website Traffic		
September 2024	September 2025	% Change
40,406	44,443 users	+10 %
167 guide requests	167 visitor's guide requests	0%

Top 10 Origin Markets and Visitor Spending  
-August 2025-


Top 10 Origin Markets by Visitation with their Spend




\*Richmond grew to top market in August, increasing nearly 3% in spending and visitation. While DC visitation dropped, their overall spending slightly increased MoM. Roanoke has continued to be a steady presence, and Raleigh made an impression as our 7<sup>th</sup> overall market in August.




9,749 Sample Size




12% of Overall Restaurant Spend - \$77




Hotel Occupancy +5.3%  
STR Occupancy +35%



12% of Overall Retail Spend - \$133



9% of Attraction Spend - \$46



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.
- Two youth completed *3rd Millennium THC 101* class.

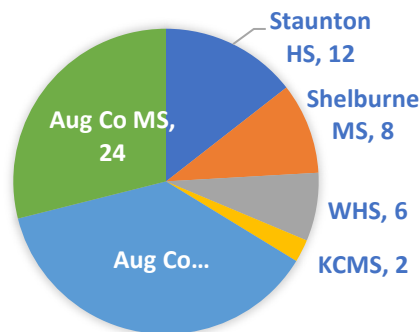
### ***Parenting Programs***

Area parents participated in the following programs:

- Active Parenting - First 5 Years, 10 participants
- Loving Solutions, 9 participants
- Parenting and Divorce co-parenting program, 9 participants
- Parent Project, 7 participants

### ***Truancy Prevention - Check and Connect***

- Participants include 83 students from 14 schools.



### ***Personal Responsibility Education Programs (PREP)***

- PREP facilitated Family Life Education for 95 students in the ninth grade and Human Trafficking prevention programs for 75 students in the tenth grade at Staunton High School in September.

### ***Safe Routes to School (SRTS)***

- The SRTS coordinator developed an outline of bike programming and conducted bike safety instruction with the Ware Elementary physical education teacher for 154 students in third, fourth, and fifth grades Sept. 23–30.

### **Staunton Downtown Development Association<sup>1</sup>**

September was a robust and invigorating month for the SDDA, featuring such diverse elements as the election of new board members and officers, the annual meeting to celebrate the service and accomplishments of the outgoing board, and the Downtown Staunton Treasure Hunt. The treasure hunt culminated in the Pirate Party, as the hunt was pirate themed.

Vice Mayor Brad Arrowood was named Interim Executive Director.



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<sup>1</sup> 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.