

CITY OF STAUNTON

# ACTIVITY REPORT HIGHLIGHTS



## By the Numbers

**4th cohort of SCU**

**10** in-person classes, **1** virtual

**2** optional tours — Landfill and MRRJ

**28** presenters

## Staunton Citizen University Grads

The City of Staunton celebrated the 25 participants who completed this year's Staunton Citizen University (SCU) at the Nov. 13 City Council meeting. Over 10 weeks, graduates gained hands-on insight into how local government works and connected directly with the staff and officials who keep the city running. SCU provides residents with streamlined, but robust exposure to key city departments while also giving staff a chance to hear valuable community feedback. Many alumni go on to serve on boards, commissions, and other volunteer roles, making a lasting impact on Staunton's future. Congratulations to the 2025 graduates! Keep watch for the next session in Fall 2026.



## October 2025

### Dispatched Calls for Service\*

Police 2,563↓

Fire & Rescue 345↑

### Average Response Time

month/year

Police 4'04"/3'57"

Fire & Rescue 4'48"/4'56"

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

## Timekeeping Upgrade Completed

The UKG timekeeping upgrade was completed and went live Oct. 12. This project was a coordinated effort between Finance, Human Resources, and IT. Because of the complex, but smooth completion of the project, Assistant Director of Finance Cindy Fitzgerald, Systems Engineer II Zach Henry, and Human Resources Analyst/Licensure Specialist Melody Long were named Employees of the Quarter.



## Book Sale a Success

The Friends of the Staunton Library held their annual used book sale Oct. 12-17. This event is their biggest fundraiser every year and brought in over \$5,500 to benefit library services. Around 40 volunteers contributed over 320 hours of service to make the event a success.



A graphic element featuring a portrait of a woman in the top left corner and the text 'Housing Commission' in large yellow letters on a dark red background.

At its Oct. 23, 2025 Regular Meeting, City Council unanimously approved a resolution establishing the city's new Housing Commission. This commission will provide City Council and staff with expertise and guidance on affordable and workforce housing, helping support the advancement of the city's forthcoming Housing Strategy.

The inaugural commission will include six members from the Housing Strategy Workgroup, along with three additional members appointed through the standard application process.

Residents who are interested in contributing to the future of housing in Staunton are encouraged to apply for this or any other board or commission at [www.ci.staunton.va.us/board-commissions](http://www.ci.staunton.va.us/board-commissions).



## Autumn at its Finest

Wrapped in rich autumn color and warm sunshine, the Irene Givens Administration Building stands as a beautiful centerpiece on a perfect fall day. Bright blue skies and vibrant leaves come together to highlight the charm and character of Montgomery Hall Park.



## October 2025 Activity Report

### Community Development

#### Key Construction Project Updates

##### **1011 Seth Drive**

Work has started on a new apartment building at Lily Gardens, on 1011 Seth Dr., that will feature 50 units. The retaining wall permit has been issued and footer inspections are being scheduled.

*Pictured right: A retaining wall being built for the new apartment building at Lily Gardens.*



##### **Approved Site Plan:**

- 1213 Richmond Ave.: new Verizon Store

#### Reports

##### ***Environmental Division***

##### **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 – 51 active sites with 126 inspections in October
- Commercial Construction – 16 active sites with 39 inspections in October



**Community Outreach:** On Oct. 7, staff participated in the Worlds of Work fair at the Rockingham County Fairgrounds. The team engaged with local seventh graders, discussing careers in the environmental field and providing watershed education.



**Professional Development:** Environmental Administrator Willow Hughes successfully completed the Virginia Women's Municipal Leadership Institute through Virginia Tech. This eight-month program culminated with a graduation on Oct. 10. She was one of 25 women selected from across Virginia for this program, which empowers women in local government with advanced training in leadership, communication, and community engagement.

**Technical Training:** Staff members attended the Central Shenandoah Urban Karst and Stormwater Management Workshop in Waynesboro on Oct. 28. The workshop focused on the challenges and best approaches for implementing stormwater projects on urban karst sites, which is highly relevant for MS4 localities. It also included a site visit to a completed project at Mulberry Run Wetlands.



## Planning & Zoning Division

### Planning Commission

At the November meeting, Planning Commission held public hearings for several new development proposals. These included a request to rezone an industrial property on Industry Way to general business, and four separate special use permit requests. The special use permits involved:

- Allowing ground-floor living quarters at 5 Barristers Row.
- Allowing a manufacturing establishment at 110 S Lewis Street.
- Planned residential development for four dwellings at 126 Guy Street.
- Planned residential development for approximately 298 single-family dwellings across several parcels in the area of Middlebrook Ave. and Grayson St.

Once approved by the Planning Commission, these requests also have to go before City Council with another public hearing. The next Council meeting is Dec. 11.

## Comprehensive Plan Update

### Online Survey Available Mid November

Following the final community workshop on Nov. 10, the city launched an online survey for the Comprehensive Plan update. This is a chance for citizens to provide direct feedback on the specific actions recommended in each chapter of the plan. The survey is flexible, allowing respondents to comment on one, some, or all of the chapters based on what matters most to them.

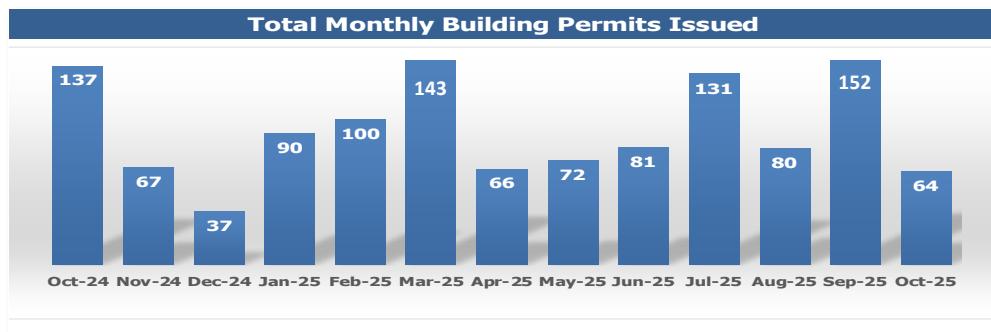
## Visioning Project with SHS Students

Long Range Planner Meggie Taylor recently kicked off a special week-long project with Staunton High School classes, challenging them to research, interview their peers, and develop a "big idea" for Staunton's future. These student-led proposals will be shared directly with the planning team, providing invaluable insight as the city maps out the next 20 years.



## Building Construction and Related Activity

Permits Issued	Oct-25	Oct-24	# Chg	% Chg
New Residential	2	8	-6	-75.0%
Residential Renovations	12	13	-1	-7.7%
Electrical Permits	24	38	-14	-36.8%
Mechanical Permits	10	26	-16	-61.5%
Plumbing Permits	8	26	-18	-69.2%
Commercial New-Renovations	5	13	-8	-61.5%
Miscellaneous	3	13	-10	-76.9%
<b>Total</b>	<b>64</b>	<b>137</b>	<b>-73</b>	<b>-53.3%</b>



As mentioned in the October 2025 Activity Report, building permits for September were higher due to the development in South View and the Bell Creek subdivisions.

## Economic Development

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

The Economic Development team met with staff from The Frenchmen, a new restaurant at the train station, on Oct. 21, alongside Staunton Tourism and Staunton Downtown Development Association to discuss needed resources during their opening.

### **Enterprise Zone Efforts**

October marked a major milestone with the adoption of Enterprise Zone Amendments at the Oct. 9 City Council meeting. This formal adoption represents the culmination of extensive stakeholder engagement, business community input, and careful refinement of incentives and boundaries that began earlier in the year.

With the amendments now officially adopted, the Enterprise Zone program enters a new implementation phase designed to serve a broader range of businesses at varying levels of development and need. The program changes will not be in place until a final approval from Virginia's Department of Housing and Community Development, which is anticipated by the year's end.

### **Greater Augusta Regional Chamber of Commerce**

Director of Economic Development Amanda DiMeo and Assistant Director Jessica Blythe attended the Greater Augusta Regional Chamber of Commerce Women in Business luncheon on Oct. 23, supporting women entrepreneurs and business leaders while strengthening chamber relationships.



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

October featured exceptional professional development opportunities and state-level engagement. Jessica completed the Virginia Rural Leadership Institute program with sessions in the Middle Peninsula and Northern Neck from Oct. 15-17, culminating in graduation.

## Workforce Development and Education

Amanda and Jessica participated in Worlds of Work at Rockingham County Fairgrounds on Oct. 7, exposing students to career pathways and connecting employers with future talent.

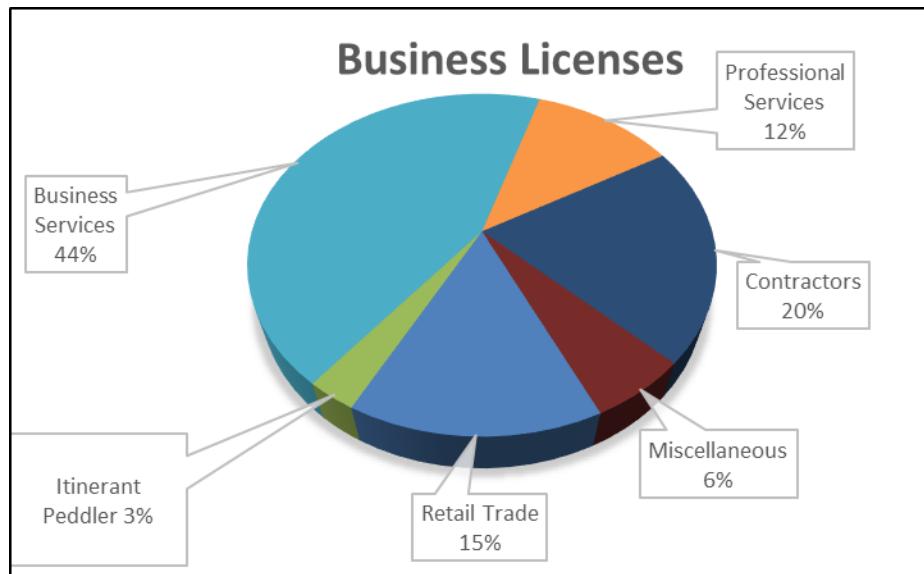
## Small Business Support and Resources

Staff met with the Shenandoah Valley Small Business Development Center on Oct. 23 to discuss partnership strategies for the upcoming year. The city team encouraged SBDC to develop planning around resiliency and how collaborative programming could relate to the new Enterprise Zone initiatives.

## Business License Activity

During the month of October, the Commissioner of Revenue's Office issued 34 business licenses, compared to 30 the previous month, representing a 13.3% increase. This month a year ago, 50 business licenses were issued.

As seen in the following pie chart, the Business Services sector accounted for 44% of the total licenses issued in October, and the Retail Trade sector accounted for 15%, Contractors accounted for 20%. Professional Services accounted for 12% while Itinerant Peddlers represented 3%, and 6% accounted for by Miscellaneous businesses.



## Unemployment Data

*Updated unemployment data is unavailable at time of publishing due to federal shutdown.*

## **Finance**

- The department issued 7,237 utility bills and general bills totaling \$1,364,317 during October.
- Collection activities in October resulted in the recovery of \$2,794 in delinquent utility invoices.
- The Utility Payment Office processed 3,445 receipts in the amount of \$1,358,356 during October.
- The department processed 533 City and 272 School accounts payable checks totaling \$8,674,110. 1,344 City and 579 Schools payroll-related advices totaling \$5,273,834 and 15 ACH debit/wire transactions totaling \$1,913,829 during October.
- The UKG timekeeping upgrade was completed and went live Oct. 12. This project was a coordinated effort between Finance, Human Resources, and IT. Because of the outwardly smooth completion of the project, Assistant Director of Finance Cindy Fitzgerlad, Human Resources Analyst/Licensure Specialist Melody Long, and Systems Engineer II Zach Henry were named Employees of the Quarter.
- On behalf of the Engineering Department, an Invitation for Bid (IFB) for the Johnson Street, Byers Street, and New Street Tunnel Repairs was published, and bids were due Nov. 20.
- The Finance Department is working on the banking transition from Truist Bank to First Bank & Trust after a successful banking RFP. Work will continue on the transition over the next few months, as it is a complicated process.
- The FY2027 Budget Call went out to department directors on Oct. 20 to officially start the FY2027 budgeting process. Department directors will be working over the next month to develop their operating budgets.
- The five-year capital improvement plan (CIP) update is underway. Project requests were due to Finance by Nov. 7, so that the committee could meet on Nov. 18.
- Unclaimed Property was submitted to the Commonwealth of Virginia for FY 2025.
- The city's auditors, Brown Edwards, were on-site the week of Oct. 6 for post-closing audit work for FY 2025.

## **Fire & Rescue**

- Staunton Fire and Rescue responded to 345 incidents in October, with an average response time of 4 minutes and 48 seconds. The average response time for the year is 4 minutes and 56 seconds.
- Staff received over 746 hours of training in October.
- Staff conducted 24 business fire safety inspections and 12 re-inspections in October.
- Welcomed Firefighter Ashton Dove back to full-time on A-Shift.
- Lieutenant Ben Wilmer retired after 28 years of service to the department.
- As part of public outreach, firefighters attended Halloween-themed events at Big Sky Apartments, Staunton Elks Lodge, the Howard Johnson Hotel, Linden Heights Baptist Church, CF Richards Academy, and Memorial Baptist Church.
- Station 1 hosted field trips from Grace Christian School, Bears and Blankets Day Care, Bison New Beginnings, Staunton Montessori School, McSwain Elementary, and Boy Scout Troop 33. Staunton Citizen University also visited Station 1 for a tour and information session.
- Firefighter William McGuire obtained his Advanced Life Support certification.
- The Staunton Public Library, Covenant Pre-School, and Grace Christian School hosted staff for a fire safety talk, also allowing kids to have a show-and-tell of a fire truck.
- Provided a standby crew for one youth, two junior varsity, and two varsity football games.
- Assisted with the Regional Firefighter Testing.
- Deputy Chief Adam Dolan, Captain Justin Siron, Lieutenant Bradley Goodbar, and Lieutenant Jordan Taylor all had their swearing-in ceremony at the Oct. 23 City Council meeting.

## **Human Resources**

### ***Employee Actions***

The following employee actions were processed:

Terminated:

Full Time— 8

Part Time/Seasonal— 0

Hired:

Full Time— 4

Part Time— 2

Retired— 2

### ***Activities***

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

*Recruitment:*

- Initiated recruitment for the following positions:
  - Part-time Bus Driver, Recreational Day Trips/Summer Camp – Parks & Recreation
  - Sales & Marketing Manager – Tourism
  - Police Officer
  - Equipment Operator I – Public Works Utilities
  - Utility Service Worker/Utility Locator – Public Works Utilities
  - Equipment Operator I, Street Sweeper – Public Works Streets
  - Codes Inspector I, Property Maintenance Inspector – Community Development
  - Utility Service Clerk – Finance
  - Water Treatment Plant Operator – Public Works
- Continued recruitment for the following positions:
  - Utility Technical Services Crew Supervisor – Public Works Utilities
  - Parking Enforcement Officer
  - Equipment Operator I, Park Maintenance – Parks & Recreation
  - Referees/Umpires – Parks & Recreation
  - Sanitation Worker – Public Works
  - Recovery Court Coordinator, Maury River – Blue Ridge Court Services
  - 2025-26 Recreational Program Aide – Parks & Recreation
  - Economic Mobility & Opportunity Special Assistant

*Orientations:*

- Conducted orientations for four full-time employees.

*Miscellaneous:*

- Finalized Implementation of UKG timekeeping software.



City of Staunton employees who reached service milestones for the third quarter of FY2025 were recognized at a luncheon on Oct. 16. The group included staff from all across the city — IT, Public Works, Engineering, Parks and Recreation, Blue Ridge Court Services, Police, Fire, Community Development, and the Commonwealth's Attorney's Office. *Pictured from left to right:* Jessica Wright, Lyle Hartt, Lisa Lambert, Matt Sensabaugh, Tasha Harner, Leslie Beauregard, Joey Ayers, Jeremy Campbell, Tim Hartless, Shane Ayers, and Raymond Robertson — representing more than 155 years of combined service.

### **Information Technology**

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

- The migration from Kronos to UKG (time and attendance) was completed for city and school employees. User training was completed, 32 timeclocks were reconfigured and the new application went live.
- Continued work on Tyler EPL (electronic permitting) projects.
- IT infrastructure work in the new J&DR Courthouse continued with installation of telephone equipment, network switches and wireless access points. Work continues configuring additional hardware to support phone and network operations and preparations for workstation installs and building security components.
- GIS Coordinator Jessica Wright attended the VAMIS GIS Conference in Harrisonburg and participated in several regional and state meetings.
- Worked on several complex software renewal projects including document imaging, preliminary work on Office 365 migration in 2026 and the needs analysis for the Police Department CAD/RMS project.

- Console installation started for the SAW Regional Radio system. The team is investigating issues with interference at a tower site and looking to improve coverage in some locations identified during coverage testing. Console configurator training continued in November. Work on several critical tasks continues.

## **Library**

The Friends of the Staunton Library held their annual used book sale from Oct. 12–17. This event is their biggest fundraiser every year and brought in over \$5,500 to benefit library services. Around 40 volunteers contributed over 320 hours of service to make the event a success. The Friends then held their annual meeting on Oct. 28 and elected a slate of directors for 2026 including Sarah Coiner as president-elect, Patricia Devitt as treasurer, and the return of former board members Tammy Baker and Jerry Bryant.

The closure of Baker & Taylor, one of the two main library wholesalers in the nation, has had an impact on SPL's collections. The library primarily purchases from a competing vendor, but the demand shifted to SPL's vendor creating a backlog of orders from libraries around the country. SPL librarians are diligently ordering new titles, but shipping delays have meant that books have not been arriving until weeks after their release dates.

The Talking Book Center sent out its annual appeal to donors and hosted a fundraiser at Panera in Waynesboro on Oct. 17, where a portion of sales would be donated to the nonprofit.

The library upgraded its online *NY Times* subscription to include additional features such as cooking, *The Athletic*, and *The Wirecutter*. Access is free using an SPL library card and the library's authenticated link through its website.

Special programs and outreach included

- Pride festival
- All-ages collage art workshop
- Fire Prevention & Safety with Staunton Fire & Rescue
- Costume party & storytime



### ***Library Statistical Report: October 2025***

<b>CIRCULATION</b>		<b>Month</b>	<b>YTD</b>	<b>SERVICES</b>		<b>Month</b>	<b>YTD</b>
Adult	16,820	69,312		ILLs Borrowed		16	63
Young Adult (YA)	1,500	6,298		ILLs Lent		0	0
Juvenile	13,042	55,893		Proctoring/Book-a-Librarians		10	20
Digital	6,340	25,297					
Total Circulation	37,702	156,800		<b>PROGRAMS</b>			
Talking Book Center Circulation	1,538	6,742		Adult		14	53
				Attendance		153	990
Items Checked In	19,129	81,663		YA		6	19
				Attendance		988	4,050
Outgoing to VLC Libraries	1,770	6,923		Juvenile		49	144
Incoming from VLC Libraries	1,533	6,577		Attendance		2,046	6,664
Total Holds Filled	4,421	19,673		General		2	3
				Attendance		285	334
Added to Collection	1,089	3,600		<b>PEOPLE</b>			
Withdrawn from Collection	161	2,590		Library Visits		14,025	54,364
Database Use/Sessions	7,149	14,641		Curbside Visits		12	42
				Computer Users		725	2,891
				Juvenile Computer Users		1,459	6,554
				Meetings Held		16	52
				Volunteer Hours		450	851
				New Card Registrations		168	755
				Total Registered Cards			15,645

### **Parks & Recreation**

#### ***Horticulture***

Horticulture completed the following tasks:

- The Fall Plant Giveaway was held in early October and more than 140 people left with a plant for their home garden.
- Two new planters were prepped, planted and installed at the Wharf area to block traffic at the closed off entry.
- City Horticulturist Matt Sensabaugh met with several citizens interested in a native plant project.

## ***Maintenance***

Park Maintenance completed the following:

- Provided maintenance support for the annual Staunton Pride festival at the Gypsy Hill Park Bandstand.
- Completed mowing operations and have shifted to leaf removal in both Gypsy Hill and Montgomery Hall Parks.
- Installed over 7,500 sq ft of new sod on the infield at Moxie stadium and addressed several safety issues on the playing surface.

## ***Community Outreach***

Staff engaged in the following community outreach activities:

- Scheduled Programs for October:
  - Fall Co-Ed softball league
  - Fall Co-Ed Soccer league
  - Japanese Swordsmanship
  - Line Dancing
  - 1<sup>st</sup> time Homebuying clinic
  - Trip to Manassas
  - ASC Drama Club Jr
  - ASC Drama Club Sr
  - Beginner Pickleball Clinic
  - Chess Club
  - Ballroom Dancing
- Frightfully Fun Movie Night and Pumpkin Carving special event was held at the Gypsy Hill Bandstand.
- Morning warm ups held at Gypsy Hill Gym
- American Red Cross blood drive was held at the Gypsy Hill Gym.



## **Police**

- The consultant group Federal Engineering was onsite at the PD for several days of interviews as they begin developing a needs assessment for the CAD/RMS replacement project.
- The Police Department hosted the Citizen University on Oct. 7.
- All sworn personnel completed semi-annual physical fitness testing during the month.
- The E-911 Center received 4,487 calls during the month, including 1,281 9-1-1 calls and 15 text to 9-1-1.

- Police personnel responded to 2,563 incidents during the month, including 1,426 citizen calls for service, 554 officer-initiated activities, 252 administrative calls, and 331 directed patrols.
- The average response time for police emergency calls for service during the month was 4 minutes and 4 seconds; it is 3 minutes and 57 seconds for the year.

## **Public Works**

### ***Employee Spotlight – Bobby Back***



This month's spotlight features Bobby Back, Equipment Operator III (EOIII) and asphalt paving crew leader in the Streets Division. Bobby has been employed with the city for over 18 years and in that time, he has steadily progressed from an EOI to his current position. Bobby has been an integral part of all of Public Works' paving endeavors, from monitoring and assisting contractors when paving our streets to the restoration of the many utility cuts and potholes that inevitably occur throughout the year.

### ***Administration Division***

The utility office established 42 new owner accounts, 21 new residential rental accounts, and 10 new commercial accounts. The office collected \$54,564 in payments. A total of 27 accounts were cut off for non-payment during two cut-off weeks. Of those cut off, 20 were reconnected after payments were made or a payment plan established.

### ***Engineering Division***

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

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

The project was advertised for bidding on Oct. 8. Bid opening was scheduled for Nov. 20.

#### **Staunton Juvenile & Domestic Relations District Courthouse:**

The construction contract achieved substantial completion on Oct. 30. The contractor continues to work on remaining final items. Furniture is scheduled to be delivered prior to Thanksgiving. Move-in is planned for the week of Dec. 8, with the first day of court in the new facility scheduled for Dec. 15.

**Gardner Springs Pump Station Upgrade Project:** Substantial completion was accomplished on Sept. 30, and the contractor continues to work on the final items. Final completion of the project is anticipated for November.

**Staunton Crossing Water & Sewer:** The at-grade portion of painting the steel "bowl" was completed. The contractor raised the bowl into position, approximately 200 feet above

the ground on Nov. 18. Work continues on the downstream portion of sewer line work, as well as at the wastewater pump station.

### ***Streets and Traffic Division***

The asphalt paving crew worked on many surface restorations throughout the city.

#### ***Featured Photo of the Month: PW Asphalt Paving Crew***



This photo is the Public Works asphalt paving crew in action, as led by Bobby Back, repairing a utility cut from a recent water main break. While other utility owner's (such as gas company, power company, etc.) are responsible for the restoration of their utility cuts, Public Works is responsible for their own cuts. Pavement restorations can stem from utility repairs, breaks, new services, or even just everyday street wear and tear or potholes.

How many pavement patches does Public Works complete over a year's time? On average (not counting small potholes) the crew will repair over 100 pavement patches annually. Considering that the asphalt plants are closed during the colder winter weather (3-4 months), this results in an average of about 12 to 15 patches per month. Additionally, as indicated in the chart below, the annual total of pavement patches often varies from year to year.

#### ***Featured Chart of the Month: Yearly Street Patches Completed by Public Works***



A contractor completed storm drainage repairs on North Augusta Street.

Due to an important software upgrade, the traffic crew replaced the software and electronics in all of the school flashers throughout the city.

The equipment maintenance staff and street crews completed the installation of the leaf collection equipment on city trucks in preparation for the upcoming leaf collection season.

### ***Refuse and Facilities Division***

The facilities maintenance crew spent time training at the new J&DR courthouse on West Beverley Street to learn the operation and maintenance requirements for this important new facility.

The temporary shoring system for the front steps at the library was completed, reopening the entrance for patrons. The permanent repairs are still under design by the engineering consultant.

### ***Utilities Division***

Utility field crews repaired two water main breaks, 18 water meters, one fire hydrant, one sewer main, and three sewer laterals. Crews responded to one sewer main blockage and six sewer lateral blockages. Crews installed three new water connections and three new sewer connections.

Staff from the water treatment plant and utility technical services replaced the alum dosing pump at the water plant.

### **Tourism**

#### ***Activities:***

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

- Staunton blog promotions featured Shop + Dine Out Is Ending: Sit Outside While You Can! and Staunton by Rail: Your Plane and Car-Free Escape
- Made of Magic campaign running in Philadelphia
- Visit Staunton hosted motorcoach buses at several new attraction sites, including Marino's Lunch, pictured right



## Public Relations

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

Date	Source Name	Title	Reach	AVE
<b>10-29</b>	NewsBreak	<a href="#"><u>US Road Trip Routes With The Best Free Camping Spots</u></a>	16,980,472	\$ 157,069.37
<b>10-23</b>	NewsBreak	<a href="#"><u>Staunton by Rail: Your Plane and Car-Free Escape!</u></a>	16,980,472	\$ 157,069.37
<b>10-17</b>	Axios	<a href="#"><u>New fall weekend getaways from D.C.</u></a>	16,230,835	\$ 150,135.22
<b>10-14</b>	Lonely Planet	<a href="#"><u>Don't miss these 3 train journeys through Virginia this fall</u></a>	2,259,891	\$ 20,903.99
<b>10-25</b>	Islands Magazine	<a href="#"><u>Set Between Roanoke And Raleigh Is A Riverside Virginia Beauty With Vintage Charm And Prime Antiquing</u></a>	2,047,237	\$ 8,936.94
<b>10-29</b>	Family Destinations Guide	<a href="#"><u>10 Charming Towns In Virginia That Are Perfect For Stress-Free Weekend Getaways</u></a>	1,321,332	\$ 12,222.32
<b>10-28</b>	Family Destinations Guide	<a href="#"><u>10 Dreamy Small Towns In Virginia That Look Straight Out Of A Postcard</u></a>	1,321,332	\$ 12,222.32
<b>10-27</b>	Family Destinations Guide	<a href="#"><u>10 Gorgeous Small Towns In Virginia That Feel Like A Cozy Hallmark Movie Set</u></a>	1,321,332	\$ 12,222.32
<b>10-12</b>	Family Destinations Guide	<a href="#"><u>The Fascinating Train Ride In Virginia Perfect For Your Next Weekend Adventure</u></a>	1,321,332	\$ 12,222.32
<b>10-27</b>	WWBT	<a href="#"><u>New wine trail coming to southern end of Shenandoah Valley to promote agrotourism</u></a>	809,076	\$ 7,483.95
<b>10-17</b>	WHSV-TV	<a href="#"><u>Staunton Jams music festival returns to the Queen City this weekend</u></a>	380,871	\$ 3,523.06
<b>10-27</b>	Richmond Times-Dispatch	<a href="#"><u>Staunton's Maude &amp; the Bear named one of America's top 50 restaurants</u></a>	350,633	\$ 3,243.36
<b>10-16</b>	Winston-Salem Journal	<a href="#"><u>Frontier Culture Museum of Virginia: Spotlight on Tiffany Fisk, Director of Interpretation</u></a>	144,946	\$ 1,340.75
<b>10-25</b>	Alexandria Living Magazine	<a href="#"><u>Virginia's Three Most Stunning Fall Views</u></a>	23,942	\$ 221.46
<b>10-21</b>	Family Travel Forum	<a href="#"><u>The Hidden Antique Trails In Virginia You'll Want To Explore This Fall</u></a>	9,835	\$ 90.97
<b>10-21</b>	Family Travel Forum	<a href="#"><u>These 7 Virginia Gastropubs Redefine Comfort Food for Every Traveler</u></a>	9,835	\$ 90.97
<b>10-11</b>	The Washington Post	<a href="#"><u>11 peak fall trips to sneak in before the holidays</u></a>	26,569,723	\$ 245,769.94

<b>10-10</b>	NewsBreak	<a href="#"><u>The Fascinating Train Ride In Virginia That's Perfect For An Unforgettable Day Trip</u></a>	16,980,472	\$ 157,069.37
<b>10-04</b>	WorldAtlas	<a href="#"><u>12 Safest Towns In Virginia For Senior Living</u></a>	7,515,130	\$ 69,514.95
<b>10-25</b>	WorldAtlas	<a href="#"><u>13 Of The Most Welcoming Towns In Virginia</u></a>	7,053,100	\$ 65,241.17
<b>10-25</b>	WorldAtlas	<a href="#"><u>These 8 Virginia Towns Have The Best Historic Districts</u></a>	7,053,100	\$ 65,241.17
<b>10-22</b>	Newsday	<a href="#"><u>Fall trips to sneak in before the holidays</u></a>	1,292,821	\$ 11,958.59
<b>10-26</b>	Matador Network	<a href="#"><u>13 Luxury Train Rides in the US That Are Worth Splurging On</u></a>	351,621	\$ 3,252.49
<b>10-24</b>	Family Destinations Guide	<a href="#"><u>13 Underrated Cities In Virginia That Are Perfect For Budget-Friendly Weekend Drives</u></a>	1,321,332	\$ 12,22.32
<b>10-21</b>	Country Adventures	<a href="#"><u>From Quirky to Creepy: The Most Bizarre Museums in All 50 States</u></a>	-	\$ -
			<b>129,650,672</b>	<b>\$ 1,199,268.69</b>

## Website Visitation

Website Traffic		
October 2024	October 2025	% Change
51,849 users	48,646 sessions	-6.18 %
134 guide requests	104 visitor's guide requests	-22.4%

## Top 10 Origin Markets and Visitor Spending

-September 2025-

[Top 10](#) ▾

Visitor Origin Market	% of Visitors ▾	Same time previous year
Washington DC-Hagerstown MD	16%	17%
Roanoke-Lynchburg VA	14%	13%
Richmond-Petersburg VA	11%	10%
Norfolk-Portsmouth-Newport News VA	8%	8%
New York NY	4%	5%
Philadelphia PA	3%	3%
Harrisburg-Lancaster-Lebanon-York PA	3%	2%
Baltimore MD	2%	2%
Los Angeles CA	2%	0.4%
Charlotte NC	2%	2%

[Top 10](#) ▾

Visitor Origin Market	% of Visitor Spend ▾	Same time previous year
Phoenix-Prescott AZ	23%	0.2%
Washington DC-Hagerstown MD	11%	15%
Richmond-Petersburg VA	9%	11%
Norfolk-Portsmouth-Newport News VA	8%	8%
Roanoke-Lynchburg VA	7%	10%
Clarksburg-Weston WV	3%	0.3%
New York NY	2%	2%
Bluefield-Beckley-Oak Hill WV	2%	1%
Wilkes Barre-Scranton PA	2%	3%
Raleigh-Durham-Fayetteville NC	2%	3%

Out-of-state visitation represented 54% of total visitors in September 2025, with the regional visitor base remaining relatively stable year over year. Looking at our top origin markets, Washington DC-Hagerstown maintained its position as our leading source market at 16% of visitors (compared to 17% in September 2024). Roanoke-Lynchburg increased to 15% (13% prior year), while Richmond-Petersburg represented 11% of visitors (10% prior year). Norfolk-Portsmouth-Newport News contributed 8% of visitation, unchanged from the previous September.

Average daily visitor spend increased to \$59 in September 2025, up \$9 from \$49 in September 2024, representing an 18% increase in spending per visitor per day. This spending growth occurred across multiple categories, with Food & Beverage capturing 38% of total visitor spending, followed by Accommodations at 35%. The shift in spending patterns toward categories like dining suggests visitors are prioritizing quality experiences during their time in Staunton. The share of visitor spend directed toward local businesses was 17% in September 2025.

## Office on Youth

### **Crime Control Programs**

- Nine youth received detention alternative services.
- Two youth completed *3rd Millennium Conflict Wise* and one youth completed OOV's *Respect & Resolve* class.

### **Parenting Programs**

Area parents participated in the following programs:

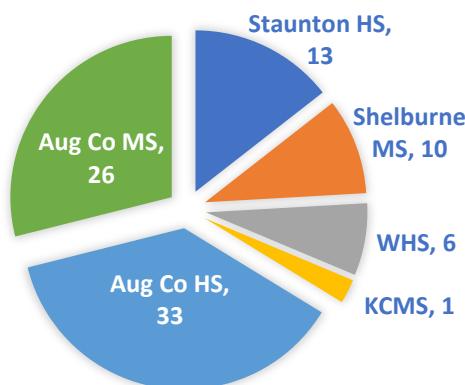
- Active Parenting - First 5 Years, 11
- Loving Solutions, 9
- Parenting and Divorce co-parenting, 8
- 24/7 Dads/ Fathering in 15, 5
- Active Parenting, 18
- Parent Project, 8

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

- Facilitated Human Trafficking Prevention Project program with 23 Staunton High School tenth-grade students, Oct. 6-10.
- Facilitated Family Life Education Shelburne Middle School for 93 sixth-grade, 88 seventh-grade, and 8 eighth-grade students.

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

- Participants include 89 students from 14 schools



**Community/Etc.**

- Division Supervisor and Truancy Mentor partnered with Valley Community Service Board to present vaping prevention information to all grades at Staunton High School on Oct. 17.
- Division Supervisor and Truancy Mentor participated in Staunton High School Mental Health Fair on Oct. 29.

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

- During October, the SDDA facilitated the Downtown Trick or Treat, with many businesses taking part. A black cat in the window signified a participating business, so trick-or-treaters would know where to stop.
- SDDA sponsored both the Pride Festival and Staunton Jams.
- Staff presented to the students at Citizen's University about the role the SDDA plays in a Staunton, a Virginia Main Street Community.



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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.