

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

\$13 million project

4 vertical turbine pumps,
6M gallons per day

1,490 square foot structure

New 1,500 kW generator

\$5.93 million grant from
VDH and ARPA

Gardner Springs Upgrades Complete

The City of Staunton has completed the Gardner Springs Pump Station Upgrades Project, a major step in strengthening the city's drinking water system. The new, elevated pump station replaces a 1940s-era facility and is designed to withstand flooding, power outages, and increased demand. With modern pumps and a full-capacity backup generator, the station helps ensure reliable water service for residents, even during severe weather. Nearly half of the project cost was covered by a \$5.93 million Virginia Department of Health grant funded through the American Rescue Plan Act, allowing the city to preserve local resources for other critical water infrastructure improvements.



November 2025

Dispatched Calls for Service*

Police 2,381↓

Fire & Rescue 309↓

Average Response Time

month/year

Police 3'48"/3'58"

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

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



Still Time to Weigh In

Your voice matters! Residents are encouraged to vote on their top priorities for Staunton's Comprehensive Plan by completing the online survey at www.staunton.va.us. The survey closes Dec. 31.



Downtown Tunnel Repair

The City of Staunton is moving toward awarding a \$4.62 million construction contract for the Downtown Tunnel Repairs Project, which will address critical repairs to creek tunnels beneath Byers Street, West Johnson Street, and New Street.

Pending final review, the contract could be executed by the end of December. Early work will focus on planning and materials procurement, with visible construction expected to begin in late February or March.

The project will be completed in phases to reduce disruption: Byers Street (late winter-summer 2026), West Johnson Street (summer 2026-spring 2027), and New Street (beginning spring 2027). The City will continue to prioritize safety, downtown access, and clear communication throughout construction.



Water Tower Flies High Above Staunton

After waiting a day for the wind to die down, the steel bowl for the one-million-gallon elevated water storage tank was hoisted into place 200-feet above the ground at Staunton Crossing on Nov. 18, which proved to be an ideal day for the milestone accomplishment.



November 2025 Activity Report

Community Development

Key Construction Project Updates

1003 Richmond Avenue

A building permit has been issued for a 4,196-square-foot addition to the service department at McDonough Toyota on Richmond Avenue. Additionally, plans have been submitted for review regarding a separate 1,500-square-foot service building at the site.

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 – 44 active sites with 90 inspections in November
- Commercial Construction – 14 active sites with 27 inspections in November

School Outreach: On Nov. 13, Environmental Division staff visited Shelburne Middle School to present to approximately 220 6th-grade science students. Using an interactive Enviroscape model, the team demonstrated how stormwater runoff works and highlighted common pollution issues within the watershed.



Planning & Zoning Division

Planning Commission

At its Nov. 20 meeting, the Planning Commission held four public hearings. The Commission recommended approval of a rezoning of 15 Industry Way from I-2, Heavy Industrial, to B-2, General Business and a Special Use Permit for production of cider at 110 S Lewis Street. The Commission deferred action on a request to construct four single-family attached dwellings at 126 Guy Street and a request for a Planned Residential Development consisting of 298 single-family dwellings on several parcels between Middlebrook Ave and Green Spring Valley. The commission also authorized staff to continue working on a zoning text amendment that could expand the downtown parking

exempt area which could aid in the redevelopment of some properties on the western edge of downtown.

Land Use Planning Workshop

On Nov. 5, the City partnered with the Alliance for the Shenandoah Valley and the Shenandoah Valley Conservancy to host a Land Use Planning Workshop led by nationally recognized planner Randall Arendt. The author of *Rural by Design*, Arendt demonstrated how communities can balance economic vitality with the protection of natural and cultural resources. The session provided ideas to align the Comprehensive Plan update with conservation goals, ensuring that zoning and subdivision policies actively support sustainable land management.

Comprehensive Plan Update

Approximately 75 residents joined staff at Bessie Weller Elementary on Nov. 10 to validate recommendations for the Comprehensive Plan. Attendees engaged in interactive mapping and "dot voting" to prioritize future actions for housing, transportation, and economic development.

For those that may have missed the event, they can experience a digital version of the open house on the [comprehensive plan website](#). The [online survey](#) is also live, allowing citizens to vote on their top priorities from home.

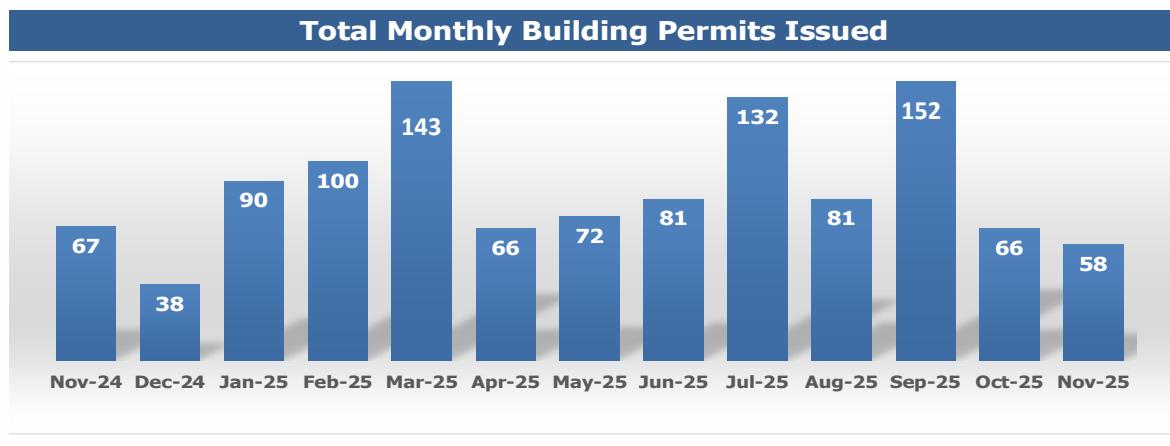


Photos from Nov. 10 Comprehensive Plan Open House: Pictured above left: An ASL interpreter assists deaf residents participating in the open house. Pictured above right: Councilmember Jeff Overholtzer speaks to students from Staunton High School. Pictured below: Attendees voting on top priorities for the plan.



Building Construction and Related Activity

Permits Issued	Nov-25	Nov-24	# Chg	% Chg
New Residential	1	2	-1	-50.0%
Residential Renovations	13	12	1	8.3%
Electrical Permits	19	18	1	5.6%
Mechanical Permits	11	10	1	10.0%
Plumbing Permits	6	15	-9	-60.0%
Commercial New-Renovations	4	6	-2	-33.3%
Miscellaneous	4	4	0	0.0%
Total	58	67	-9	-13.4%



Economic Development

Business Retention & Expansion

November saw the grand opening of the Wawa location on November 6th. Economic Development staff joined EDA members at the ribbon cutting ceremony, celebrating the arrival of this highly anticipated development.

Special Initiatives

Staff hosted the monthly external stakeholders meeting on Nov. 5 and conducted an internal stakeholders meeting on Nov. 25, ensuring consistent communication about the upcoming 15-month tunnel repair project scheduled to begin in January 2026. A dedicated Wharf team meeting on Nov. 12 allowed for detailed coordination of program implementation strategies.

On Nov. 14, staff met with Lee Cilimberg to discuss strategies for navigating ongoing construction as a locality, gathering insights applicable beyond the Wharf District project.

November also marked progress on the Economic Mobility and Opportunity Special Assistant position, with staff conducting second-round interviews on November 5th, 6th, and 18th. This position will play a crucial role in advancing economic mobility initiatives within the community.

Staff also attended the Nov. 18 water tank bowl raising, demonstrating support for critical infrastructure improvements that enable continued economic growth.

Community Engagement & Professional Development

Staff participated in interview panels for the Sales & Marketing position for Tourism on Nov. 3 and 5, contributing to the hiring process for this complementary city department.

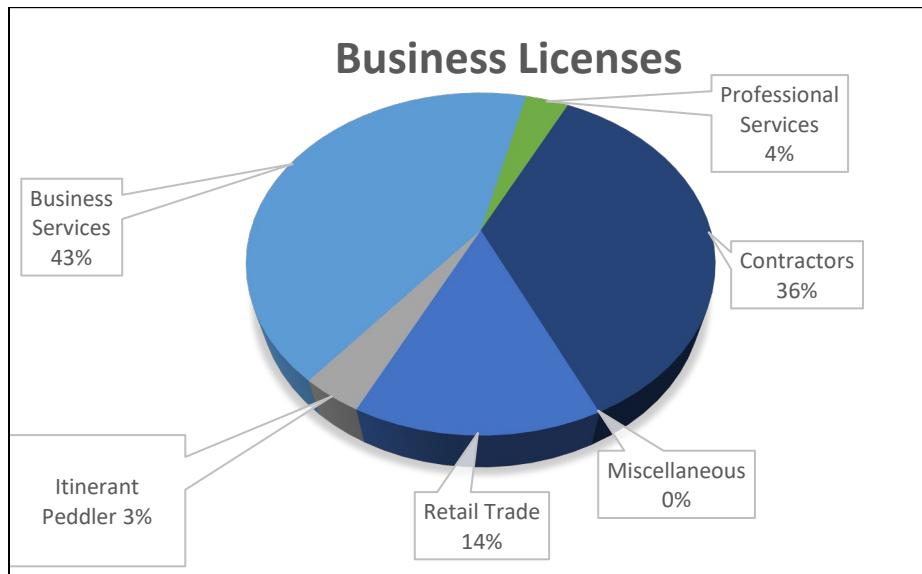
Business License Activity

During the month of November, the Commissioner of Revenue's office issued 28 business licenses, compared to 34 the previous month, representing a 17.7% decrease. This month a year ago, 36 business licenses were issued.

The Business Services sector accounted for 43% of the total licenses issued in November, and the Retail Trade sector accounted for 14%, Contractors accounted for 36%. Professional Services accounted for 4% while Itinerant Peddlers represented 3%, and no Miscellaneous business licenses issued for the month.

Year to date licenses issued: 324

Licenses issued previous year for same period: 367



Unemployment Data

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

Finance

- The department issued 7,267 utility bills and general bills totaling \$1,136,095 during November.
- Collection activities in November resulted in the recovery of \$3,546 in delinquent utility invoices.
- The Utility Payment Office processed 2,787 receipts in the amount of \$689,140 during November.
- The department processed 413 City and 209 School accounts payable checks totaling \$3,825,199. 871 City and 589 Schools payroll-related advices totaling \$4,274,377 and 84 ACH debit/wire transactions totaling \$3,120,717 during November.
- Bids were received on Nov. 20 for the Johnson, Byers, and New Streets Tunnel Repairs project.
- Staff continued to work with the auditors to complete the audit of fiscal year 2025. The results of the audit were presented to City Council at their Dec. 11 meeting.
- The Finance Department is continuing to work on the banking transition from Truist Bank to First Bank & Trust. Work will continue on the transition over the next few months as it is a complicated process.

- Staff attended the Virginia Government Finance Officers Association fall conference in Charlottesville.
- Staff attended the fall conference of the Virginia Association of School Business Officers.
- Work continued on the FY2027-FY2031 five-year capital improvement plan.

Fire & Rescue

- Staunton Fire and Rescue responded to 309 incidents in November, 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 381 hours of training in November.
- Staff conducted 20 business fire safety inspections and 27 re-inspections in November.
- Deputy Chief Perry Weller and Master Firefighter Chris Brown retired after 28 and 23 years of service, respectively. They were honored, along with Lieutenant Ben Wilmer who retired in October after 28 years of service, at the December City Council meeting.
- The department welcomed Firefighter Maxwell Timmins to full-time on C-Shift and Firefighter Casey Parady to full-time on B-Shift.
- The department's community involvement in November included:
 - Participating in the annual Veterans Day Parade
 - The Firefighters for Literacy program at A.R. Ware Elementary
 - Providing a standby crew for a junior varsity football game
 - Participating in the Hoagies for Heroes competition at the grand opening of the new Wawa
 - Station 1 hosting a group of children from Community Child Care for a safety talk and tour.
- During November, the Fire Marshal's Office reviewed two sprinkler plans, four special use permits, and three special event requests. They also conducted one final fire alarm inspection and one Social Services day care inspection.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time— 7
Part Time/Seasonal— 3

Hired:

Full Time— 9
Part Time— 2

Retired— 1

Activities

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

Recruitment:

- Initiated recruitment for the following positions:
 - Equipment Operator I – Public Works Streets
 - Recovery Court Coordinator – Blue Ridge Court Services
 - Assistant Commonwealth’s Attorney
 - Part-time Recycling Attendant – Public Works
 - Deputy Clerk – Staunton Circuit Court
- Continued recruitment for the following positions:
 - Sanitation Worker – Public Works
 - 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

Orientations:

- Conducted orientations for six new full-time employees.

Information Technology

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

- IT infrastructure work in the new J&DR Courthouse continued with installation of telephone equipment, network switches and 30 wireless access points. Phones have been configured and computer workstations are ready to deploy when furniture installation is complete.
- Debugging issues with interference at a tower site and a plan to improve coverage in a few locations was the primary focus for the SAW Regional Radio team. Teams from each of the dispatch centers attended console configurator training. Installation work continues with control station (“base station”) installs.
- Continued work on the Tyler EPL (electronic permitting) project. Evaluation of Tyler Resident Access and Cloud SAS migration are also underway.
- Chief Technology Officer Kurt Plowman attended the Virginia NENA/APCO Fall Conference in Roanoke.

Library



The library's new quarterly brochure arrived from the printers and has been distributed to publicize events scheduled Dec. 2025 – Feb. 2026.

Displays for November included Christine Anderson's vivid nature-inspired paintings and the Shenandoah Valley Club for the Deaf's Magic of ASL and How Deaf Culture is Unique exhibit.

Special programs and outreach included

- Princess Storytime with Rapunzel
- Homeschool Hour: All About Alaska
- Social media safety class for adults
- Valley Libraries joint booth at the Senior Health Fair in Verona

Librarian Lizzy Hill has been revamping the teen volunteer program and is actively seeking participants for the YA Review Crew to share book recommendations with other teen library visitors.

The library has continued to experience shipping delays from its main book vendor, leading to longer wait times for new materials.

Library Statistical Report: November 2025

CIRCULATION		Month	YTD	PROGRAMS	Month	YTD
Adult	15,464	84,776		Adult	15	68
Young Adult (YA)	1,319	7,617		Attendance	204	1,194
Juvenile	12,480	68,373		YA	5	24
Digital	5,966	31,263		Attendance	877	4,927
				Juvenile	33	177
Total Circulation	35,229	192,029		Attendance	1,650	8,314
Talking Book Center (TBC) Circulation	1,574	8,316		General	0	3
				Attendance	0	334
Items Checked In	18,252	99,915				
				PEOPLE		
Outgoing to VLC Libraries	1,411	8,334		Library Visits	11,867	66,231
Incoming from VLC Libraries	1,317	7,894		Curbside Visits	10	52
Total Holds Filled	4,266	23,939		Computer Users	637	3,528
				Juvenile Computer Users	1,557	8,111
Added to Collection	802	4,402		Meetings Held	13	65
Withdrawn from Collection	105	2,695		Volunteer Hours	41	892
				New Card Registrations	100	855
SERVICES				Total Registered Cards		15,728
ILLs Borrowed	8	71				
ILLs Lent	0	0				
Proctoring/Book-a-Librarians	6	26				

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- City Horticulturist Matt Sensabaugh and his staff attended a tree care seminar in Weyers Cave. Matt earned continuing education credits for the ISA arborist and

VDACS pesticide certifications. Assistant Horticulturist Leah Roadcap earned continuing education credits for VDACS pesticide certification.

- Replacement and enhancement plantings included replacing and adding shrubs in areas around the city.
- Installed Christmas decorations at the Bear Cage, Gypsy Hill Park east entrance sign, duck pond island, and Snoopy and Charlie Brown at the Kiwanis concession stand.

Maintenance

Park Maintenance completed the following:

- Continued leaf removal in both Montgomery Hall and Gypsy Hill Parks.
- Winterized all park restrooms along with athletic field and Gypsy Hill Golf Course irrigation systems
- Installed Christmas lights in the downtown area along Beverley Street
- Assisted with moving voting machines for the November election.

Community Outreach

Staff engaged in the following community outreach activities:

- Aided in setup for of Holiday Lights entrance signs.
- Programs offered in November:
 - Japanese Swordsmanship
 - ASC drama club jr
 - ASC drama club Sr.
 - ASC No kidding program
 - Advanced Pickleball open gym
 - Intermediate pickleball open gym
 - Toddler open gym
 - Caesars Casino Trip
 - Wild Caving
 - Indoor Futsal leagues

Police

- The Police Department coordinated the Veterans Day parade held downtown on Nov. 8.
- The consultant group Federal Engineering delivered a draft project plan and timeline for the CAD/RMS software replacement project during the month.
- The E-911 Center received 3,943 calls during the month, including 1,182 9-1-1 calls and 20 text to 9-1-1.
- Police personnel responded to 2,381 incidents during the month, including 1,346 citizen calls for service, 549 officer-initiated activities, 175 administrative calls, and 311 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 58 seconds for the year.

Public Works

Employee Spotlight – Jack Britt



This month's spotlight features Jack Britt, Equipment Operator I (EOI) in the city's Streets Division. Jack is perhaps better known as the street sweeping guy, and can regularly be found out on our streets helping keep them clean and clear of debris. Jack has been employed with the city for more than 13 years and has been driving the sweeper most of that time. His dedication to this unglamorous, yet very important job is steadfast and is very much appreciated.

Administration Division

The utility office established 38 new owner accounts, 24 new residential rental accounts, and 6 new commercial accounts. The office collected \$38,109 in payments. A total of 25 accounts were cut off for non-payment. Of those cut off, 22 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 Streets Tunnel Repairs:

Virginia Infrastructure, Inc. submitted the only bid for the project, which was received and opened on Nov. 20. The bid was for \$4,618,000. The bid documents are currently under review to ensure all necessary insurance, bond, prior experience, and other related documentation is satisfactory.

Staunton Juvenile & Domestic Relations Court House:

Furniture is currently being delivered, and final items are being completed. Move-in happened over the week of Dec. 8, with the first day of court in the new facility was Dec. 15. More detail about the Dec. 18 ribbon cutting will be in the next edition.

Greenspring Valley Section 16, Phases 2 & 3:

The infrastructure of this subdivision section is being constructed by Oaktree Builders, and utility work is nearing completion. The gravity sewer lines have been completed, which allowed the existing Shenandoah Heights Pump Station on Moore Street to be officially closed. This pump station had served the houses on Gordon Street and the southern portion of Moore Street, but wastewater from this area can now flow via gravity through the new sewer lines to the existing gravity collection system to the east.

Staunton Crossing Water & Sewer:

After waiting a day for the wind to die down, the steel bowl for the one-million-gallon elevated water storage tank was hoisted into place 200-feet above the ground on Nov. 18, which proved to be an ideal day for the milestone accomplishment. Work continues on the downstream portion of sewer line work and at the wastewater pump station, as well as the remainder of the tank site.



Gardner Springs Pump Station Upgrade Project: This important project to upgrade the city's primary water source was completed in November.

Streets and Traffic Division

Street crews began the first round of seasonal leaf collection throughout the city and will continue with the next round as weather permits.

The equipment maintenance staff and street crews completed preparation of snow and ice equipment, including plows, salt spreaders, and brine application machines on city trucks in anticipation of the upcoming winter weather.

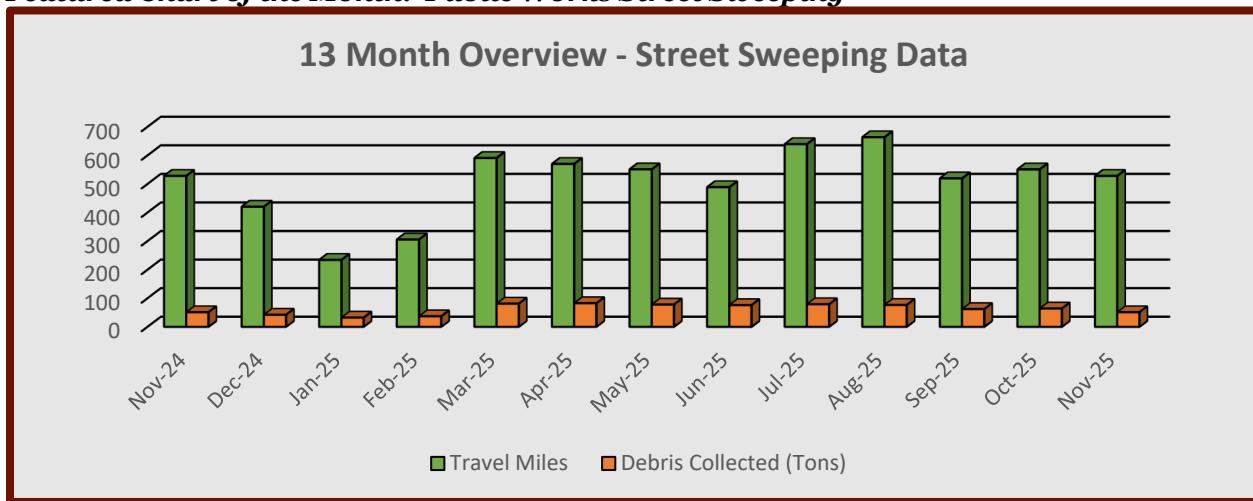
Featured Photo of the Month: PW Street Sweeper in Action



Have you ever been stuck following behind this slow-moving vehicle and wondered who is this guy and what is he doing? This photo is the Public Works street sweeper in action, as driven by Jack Britt, diligently working hard keeping city streets clean. Although the speed limit sign says 25 mph, Jack only averages about 3 to 4 mph while sweeping, making sure of a thorough job. So, the next time you find yourself with this view of the sweeper, be patient, and rest assured that city streets are being kept tidy.

Why do we clean the streets? In addition to the obvious aesthetic value, collecting the trash, litter, and debris from streets helps protect the environment by diverting this waste from entering and clogging storm drainage inlets and pipes as well as downstream waterways. On average, the sweeper will travel about 530 miles per month, collecting around 66 tons of debris. This equates to a collection rate of nearly 250 pounds of debris per mile. As indicated in the chart below, most of the sweeping occurs from March to November. Predictably, less sweeping is done during winter when personnel are often engaged in snow removal operations.

Featured Chart of the Month: Public Works Street Sweeping



Refuse and Facilities Division

It is with great sadness to report the passing of one of our most dedicated and beloved employees. Custodial crew leader Leon Miles passed away on Nov. 27, having worked at the city for more than eight years. Our thoughts and prayers go out to Debbie Miles, his wife and an employee with Parks and Recreation.

The facilities maintenance crew and custodial staff continued training, stocking, and cleaning the new J&DR Court House on West Beverley Street in preparation of its opening in December.

Utilities Division

Utility field crews repaired six water main breaks, two water valves, seven water meters, and three sewer laterals. Crews responded to four sewer main blockages and three sewer lateral blockages, and completed routine cleaning of key sewer laterals from restaurants along Richmond Avenue and Greenville Avenue. The crew installed one new water connection.

A combined Public Works crew of staff from Utilities and Streets repaired a large break on the North River raw water line on Nov. 15.

Staff from the water plant, utility technical services, and utility crews completed a bypass test of the water plant clearwell in preparation of a reservoir lining and cover replacement project planned for 2026.

Utility crews assisted the Parks and Recreation with securing Snoopy and Woodstock into their usual location on top of the restrooms at Gypsy Hill Park. Public Works crews always look forward to this task each year and take pride in this subtle beginning of the Christmas season.

Tourism

Activities:

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

- Sheena Logan join Staunton Tourism as the new Sales & Marketing Manager.
- Staunton blog promotions featured Meet [14 New Staunton Businesses](#) and [Ten Things We're Thankful for in Staunton This Year](#)
- [Made of Magic](#) campaign running in Philadelphia
- Visit Staunton hosted Virginia Tourism and Carvertise for a specialized FAM Tour
- Provided collateral for the Virginia Archeological Society's Annual Conference and Staunton Music Festival fundraiser



Public Relations

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

Date	Title	Reach	AVE
11-11	<u>Legendary Statler Brothers Hits Take the Stage: World Premiere Musical Debuts October 2026</u>	35,114,028	\$ 324,804.76
2025-11-19	<u>Virginia's Blue Ridge Mountains Boasts a Show-Stopping Train Ride with Shenandoah Valley Beauty</u>	2,363,026	\$ 21,857.99
2025-11-17	<u>Virginia's Under-The-Radar Train Ride Showcases Impeccable Blue Ridge Mountain Beauty</u>	2,363,026	\$ 21,857.99
2025-11-05	<u>This Mountain Town in Virginia Has Low Taxes, Gorgeous Views, And the Friendliest Neighbors Around</u>	1,321,332	\$ 12,222.32
2025-11-20	<u>The Gorgeous Historic Town in Virginia Is Too Beautiful to Keep Secret</u>	1,270,175	\$ 11,749.12
2025-11-19	<u>This Dreamy Historic Town in Virginia That's Made for Slow-Paced Weekend Drives</u>	1,270,175	\$ 11,749.12
2025-11-19	<u>The Postcard-Worthy Town in Virginia Is a Dreamy Getaway Without the Crowds</u>	1,270,175	\$ 11,749.12
2025-11-13	<u>The Underrated Town in Virginia That's Perfect for An Easy Weekend Drive</u>	1,270,175	\$ 11,749.12
11-10	<u>7 Festive Christmas Towns an Easy Drive From DC</u>	696,193	\$ 6,439.79
11-04	<u>This Virginia City Ranked the No. 10 Best Place to Retire in the U. S.</u>	358,128	\$ 3,312.68
2025-11-24	<u>Smithsonian American Art Museum Highlights Life and Work of Grandma Moses</u>	338,403	\$ 3,130.23
2025-11-13	<u>Take a Ride on These 6 Holiday Trains Within Driving Distance of Nova</u>	338,403	\$ 3,130.23

2025-11-08	<u>Blue Ridge Flyer a chance to peep a leaf, learn a thing or two about Virginia history</u>	108,005	\$ 999.05
2025-11-08	<u>Blue Ridge Flyer a chance to peep a leaf, learn a thing or two about Virginia history</u>	42,395	\$ 392.15
2025-11-08	<u>Blue Ridge Flyer a chance to peep a leaf, learn a thing or two about Virginia history</u>	11,056	\$ 102.27
11-30	<u>Holiday Window Walk displayed in downtown Staunton</u>	330,054	\$ 3,053.00
11-23	<u>Staunton Augusta Art Center hosts annual Arts for Gifts fundraiser</u>	330,054	\$ 3,053.00
2025-11-12	<u>Virginia sites launch historic passport program ahead of America's 250th anniversary</u>	330,054	\$ 3,053.00
11-06	<u>Staunton community celebrates grand opening of city's first Wawa</u>	330,054	\$ 3,053.00
11-30	<u>Holiday Window Walk displayed in downtown Staunton</u>	204,380	\$ 1,890.51
11-23	<u>Staunton Augusta Art Center hosts annual Arts for Gifts fundraiser</u>	204,380	\$ 1,890.51
2025-11-12	<u>Virginia launches historic passport program ahead of America's 250th anniversary</u>	204,380	\$ 1,890.51
11-12	<u>4 Chef-Recommended Restaurants in Virginia's Shenandoah Valley</u>	121,368	\$ 1,122.65
11-25	<u>New Staunton Water Tower Rises Over I-81</u>	92,940	\$ 859.69
11-26	<u>7 Virginia Holiday Towns Full of Nostalgic Charm</u>	91,556	\$ 846.89
11-10	<u>The 8 Most Underrated Cities in Virginia That Hide Real Beauty</u>	91,556	\$ 846.89
11-10	<u>10 Hidden Corners of Virginia That Deserve Your Next Road Trip</u>	91,556	\$ 846.89
11-07	<u>Why Virginia's Main Streets Belong on Every Traveler's Bucket List</u>	91,556	\$ 846.89
11-25	<u>Cozy up with pajamas and 'A Christmas Carol' at Blackfriars Playhouse</u>	73,071	\$ 675.91
2025-11-22	<u>The top question at the Staunton Visitor Center? How do you pronounce it?</u>	73,071	\$ 675.91
11-07	<u>Where Adventure Meets Charm in Staunton, VA</u>	25,181	\$ 232.92
		50,819,906	\$ 470,084.11

Website Visitation

Website Traffic		
November 2024	November 2025	% Change
85,139 sessions	87,003 sessions	+2. %
99 guide requests	67 visitor's guide requests	-32.3%

Top 10 Origin Markets and Visitor Spending
-October 2025-

Top Visitor Markets - Table ▾

Visitor Origin Market	% of Visitors ▾	Same time previous year
Washington DC-Hagerstown MD	18%	19%
Baltimore MD	13%	3%
Roanoke-Lynchburg VA	13%	15%
Richmond-Petersburg VA	13%	10%
Norfolk-Portsmouth-Newport News VA	6%	9%
New York NY	4%	4%
Los Angeles CA	2%	1%
Philadelphia PA	2%	2%
Raleigh-Durham-Fayetteville NC	2%	2%
Harrisburg-Lancaster-Lebanon-York PA	1%	2%

Top Spend Markets - Table ▾

Visitor Origin Market	% of Visitor Spend ▾	Same time previous year
Washington DC-Hagerstown MD	17%	14%
Richmond-Petersburg VA	15%	11%
Norfolk-Portsmouth-Newport News VA	8%	6%
Roanoke-Lynchburg VA	6%	8%
New York NY	4%	5%
Clarksburg-Weston WV	3%	0.2%
Portland OR	3%	0.2%
Baltimore MD	2%	5%
Harrisburg-Lancaster-Lebanon-York PA	2%	3%
Greensboro-High Point-Winston Salem NC	2%	2%

Key Insights:

Origin Market Performance: Staunton's appeal continues to strengthen across key markets. Washington DC-Hagerstown MD grew impressively from 12% to 18% of total visitors while also leading visitor spending at 15% compared to 14% last year. Richmond-Petersburg VA maintained its strong visitor representation at 11% in both periods and remained the top spending market at 15% versus 14% previously. These gains demonstrate Staunton's growing pull in major metropolitan areas.

Accommodation Market Trends: Top accommodation markets showed notable shifts. Washington DC-Hagerstown MD led with 20% of accommodation visitors compared to 12% last year. Norfolk-Portsmouth-Newport News VA captured 9% versus 10% previously. Richmond-Petersburg VA held steady at 7% in both years, while Baltimore MD represented 6% compared to 2% in October 2024, indicating emerging opportunity from this market.

Visitor Spending Patterns: Food and beverage remained our strongest spending category at 43%, up from 41% last year. Accommodations captured 26% of visitor spend versus 23% previously. Gas and service stations represented 21% compared to 24% in October 2024, while retail maintained steady representation at 9% in both periods.

What This Means: Staunton is seeing particularly strong appeal among DC-area travelers, who are not only visiting more frequently but also staying overnight at higher rates. The 6-point increase in out-of-state visitors (from 55% to 61%) indicates Staunton is successfully attracting travelers from farther away. The concentration of spending in food and beverage, combined with increased accommodation spending, suggests visitors are engaging more deeply with the local economy through dining experiences and extended stays.

Office on Youth

Crime Control Programs

- Fourteen youth received detention alternative services.
- One youth completed *3rd Millennium Wellbeing 101* and *THC 101 JV* class.
- Seven youth completed *Youth Empowerment Sessions (Y.E.S.)* class Nov. 26.

Family Services

Area parents participated in the following programs:

- Active Parenting - First 5 Years, 13
- Parenting and Divorce co-parenting program, 5
- 24/7 Dads/ Fathering in 15, 4
- Active Parenting, 18
- Parent Project, 8

Truancy Prevention - Check and Connect

- No new referrals in November, participant count of 89 students from 14 schools remained the same.
 - Thirteen Staunton High School
 - Eleven Shelburne Middle School

Staunton Downtown Development Association¹

- November in Downtown Staunton was filled with preparations for Small Business Saturday on Nov. 29 and the annual Christmas parade on Monday, Dec. 1.
- Events and Marketing Director Scotty Tiernan and volunteers put together a downtown holiday window walk, A Holly Jolly Holiday, for visitors of all ages to spark a little holiday magic. The map of the walk and more information can be found online at <https://www.stauntondowntown.org/hollyjolly>.

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.