

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

\$24.7 million project

34,330 square feet

Groundbreaking
Ceremony, April 16, 2024

Officially open, Dec. 15,
2025

Ribbon Cutting Ceremony,
Dec. 18, 2025

J&DR Courthouse Now Open

City leadership, members of the Judiciary, and project partners gathered to cut the ribbon on the new Staunton Juvenile & Domestic Relations (J&DR) District Courthouse on Thursday, Dec. 18, 2025. Located at 2020 West Beverley Street, the new facility represents a significant civic investment in the city's West End and meets the Commonwealth's mandate for a modern, secure court facility. The ceremony offered attendees and members of the media their first look inside the facility. "Today marks an exciting day for the West End," said Mayor Michele Edwards. "This is a tangible commitment to the revitalization of our West End neighborhoods. We are thrilled to open these doors and see this area continue to thrive around it."



December 2025

Dispatched Calls for Service*

Police 2,344↓

Fire & Rescue 343↑

Average Response Time
month/year

Police 4'21"/4'00"

Fire & Rescue 4'55"/4'50"

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

Annual Shop with a Cop

This holiday season, Staunton police officers had the chance to swap patrol cars for shopping carts during the department's annual Shop with a Cop. This event is a special day focused on connection, kindness, and making memories. Thanks to the generosity of the Staunton community and partners, ten local children were able to enjoy a day filled with shopping for their families, laughter, and a little extra holiday magic (with a surprise visit from Santa himself).



From the City Manager

Updated Snow Ordinance

City Council has passed updated guidelines for snow removal to ensure our community remains accessible for everyone after winter weather.

Every property owner plays a role in keeping the sidewalks next to their homes and businesses clear of snow and ice. When we all pitch in, our whole neighborhood is safer.

The City has modernized the ordinance. The timelines for clearing snow are now tiered based on how much falls (see below), and the process has shifted to a civil matter rather than a criminal one. This change focuses on ensuring safe paths through compliance rather than criminal penalties.

New Clearing Timelines (from when snow stops):
1-6 inches: 12 hours
6-12 inches: 24 hours
Over 12 inches: Up to 36 hours



Rescue Randy Runs Response Drill

"Rescue Randy" helped conduct an emergency response drill at the Staunton Quarry last week. The scenario simulated an unsafe equipment incident that left Randy trapped and unconscious. Thanks to the quick response of the quarry's crew, the Staunton FD, and Augusta Co. Fire & Rescue, Randy was safely recovered.



December 2025 Activity Report

Community Development

Key Construction Project Updates

Gypsy Hill Park Pool House

Foundation and rough-in inspections continue as construction moves forward for the pool house at Gypsy Hill Park.

Pictured below: Progress on the new building.



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 – 42 active sites with 113 inspections in December
- Commercial Construction – 13 active sites with 44 inspections in December

Planning & Zoning Division

Arcadia Project Update: New Funding & Construction Timeline

The city has secured a \$50,000 grant to assist with asbestos removal and demolition at the Arcadia Project site (123-125 East Beverley St.). The \$3.8 million renovation is now 90% funded, comprising \$1.6 million in state funding alongside community donations and pledges. Phase 1 construction on the lobby, cafe, and event space is scheduled to begin

in January 2026. The full renovation is targeted for completion by the end of 2026, with the multi-use space set to open in January 2027.

Planning Commission

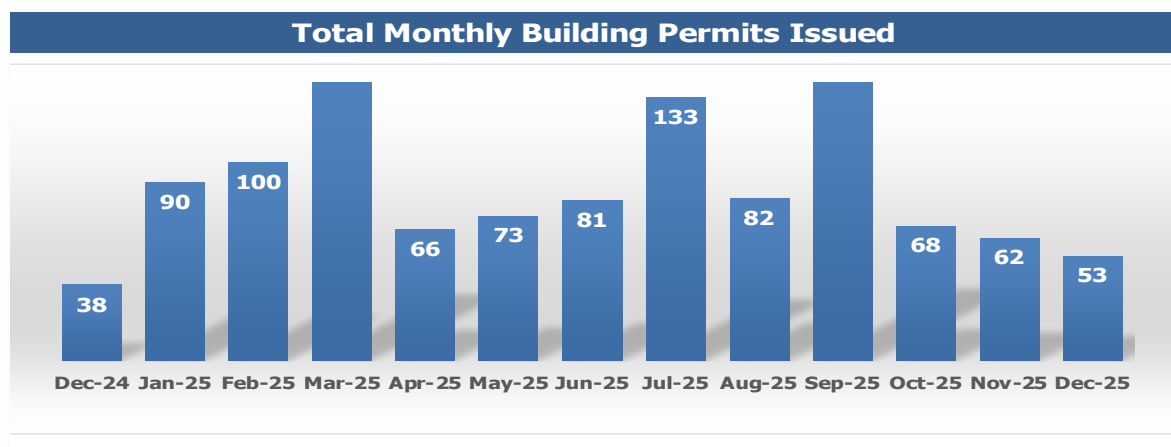
At its December meeting, the Planning Commission recommended approval for the vacation of an alley near Straith and Steffey Streets and a Special Use Permit for four townhouses at 126 Guy Street.

Comprehensive Plan Update: Survey Closed, Final Steps Underway

The online survey for the Comprehensive Plan update officially closed on Dec. 31. Staff is now reviewing the results and incorporating community feedback into the draft. A presentation of the final plan is expected in March 2026, where the public will be invited to view the new plan and offer comments. The date and location for this event are to be determined.

Building Construction and Related Activity

Permits Issued	Dec-25	Dec-24	# Chg	% Chg
New Residential	2	0	2	-
Residential Renovations	14	10	4	40.0%
Electrical Permits	13	11	2	18.2%
Mechanical Permits	9	6	3	50.0%
Plumbing Permits	9	4	5	125.0%
Commercial New-Renovations	2	5	-3	-60.0%
Miscellaneous	4	2	2	100.0%
Total	53	38	15	39.5%



Economic Development

Staunton Crossing

December activities for Staunton Crossing focused on grant administration and infrastructure coordination. Director of Economic Development Amanda DiMeo conducted a follow-up meeting on Dec. 9 regarding the VEDP Staunton Crossing sewer grant, ensuring continued progress on this critical infrastructure component that supports the site's development readiness.

Special Initiatives

The Wharf District Business Support Program reached a critical milestone in December with intensive stakeholder engagement and program finalization ahead of the 2026 construction start. Assistant Director of Economic Development Jessica Blythe conducted the monthly external stakeholders meeting on Dec. 3.

Staff worked collaboratively to discuss the Wharf Marketing grant structure, culminating in Ms. DiMeo presenting a comprehensive Wharf update to City Council on Dec. 11.

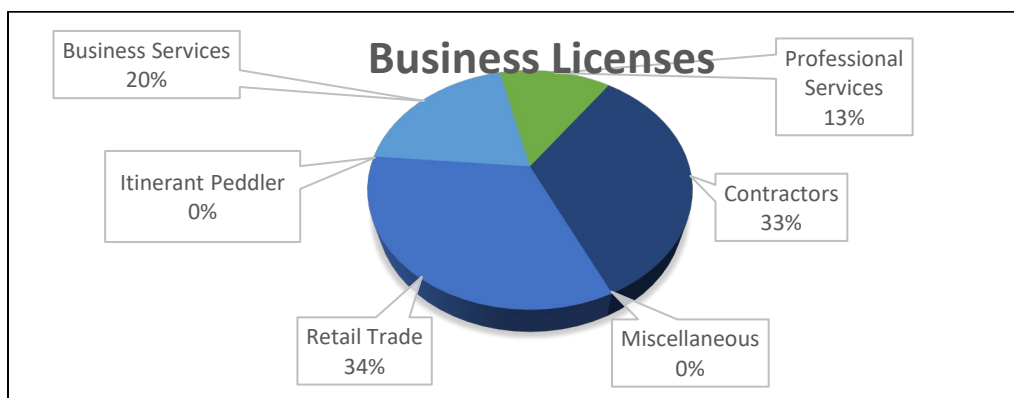
Ms. Blythe, along with Engagement & Communications Manager Josh Knight, participated in the ICMA Economic Mobility and Opportunity Special Assistant cohort meeting in El Paso, Texas Dec.9-12. She and Mr. Knight connected with other communities implementing similar initiatives and gathering best practices for program implementation.

Business License Activity

During the month of December, the Commissioner of Revenue's office issued 15 new business licenses, compared to 28 the previous month, representing a 46.3% decrease. This month a year ago, 28 new business licenses were issued.

The Business Services sector accounted for 20% of the of the total licenses issued in December, and the Retail Trade sector accounted for 34%, Contractors accounted for 33%. Professional Services accounted for 13% while there weren't any Itinerant Peddlers or Miscellaneous business licenses issued for the month.

Year to date new licenses issued: 339 / New Licenses issued previous year for same period: 395



Unemployment Data

Updated employment information for November is only available at the state level at time of reporting. The state unemployment rate was reported at 3.9% for the month of November, up from the last reported number of 3.4% in September.

Finance

- The department issued 7,253 utility bills and general bills totaling \$1,256,669 during December.
- Collection activities in December resulted in the recovery of \$5,324 in delinquent utility invoices.
- The Utility Payment Office processed 3,625 receipts in the amount of \$806,089 during December.
- The department processed 372 City and 178 School accounts payable checks totaling \$3,706,749. 890 City and 582 Schools payroll-related advices totaling \$4,310,413 and 16 ACH debit/wire transactions totaling \$5,674,691 during December.
- The FY2025 audit of the City, Schools, and EDA was finalized and presented to City Council Dec. 11 by Brown Edwards, LLP, the city's outside auditors.
- Work continued on the redesign of the FY2027-FY2031 five-year capital improvement plan. A CIP Committee meeting was held in December and a draft of the plan will be presented to the Planning Commission in January.
- The FY2027 Budget development has begun. In-person budgets meetings began in December and will continue through January. The outside agency online request form was sent out on Dec. 15, with a deadline of Jan. 23.
- The Finance Department is continuing to work on the banking transition from Truist Bank to First Bank & Trust. The majority of the transition will wrap up by the end of January 2026.

Fire & Rescue

- Staunton Fire and Rescue responded to 343 incidents in December. In total, there were 3,988 incidents in 2025. The average response time for December was 4 minutes and 55 seconds. The average response time for 2025 was 4 minutes and 50 seconds.
- Staff received over 289 hours of training for the month. There were 7,687 hours of training conducted through 2025.

- Staff conducted 60 business fire safety inspections and 19 re-inspections in December. During 2025, staff conducted 552 inspections and 232 re-inspections.
- Participated in the city's annual Christmas Parade.
- The Staunton Professional Firefighters Association, along with A-Shift, provided Christmas assistance for two families.
- Assisted with a food drive at the Virginia School for the Deaf and Blind.
- Staff attended the ribbon-cutting ceremony at the new J&DR Courthouse.
- Crews had the opportunity to partner with Rockdayle Quarry on National Ave for hands-on technical rescue training on the quarry's equipment.
- The Firefighters for Literacy prize winners from A.R. Ware and McSwain Elementary schools were escorted home in a firetruck.
- Fire Department staff, along with representatives from Parks and Recreation, Finance, Community Development, and the City Manager's office, attended CRISIS Track training put on by the Virginia Department of Emergency Management. The training will allow staff to gather and track damage assessments in the event of a disaster.
- The Fire Marshal's Office conducted one sprinkler hydro inspection, issued one hazardous materials permit, investigated one outside fire, and made one court appearance.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time—4

Part Time/Seasonal—3

Hired:

Full Time—2

Part Time—3

Retired—3

Activities

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

Recruitment:

Initiated recruitment for the following positions:

- Bus Driver, part-time – Parks & Recreation, summer camp
 - Equipment Operator I – Public Works, Utilities
 - Equipment Operator II – Public Works, Utilities
 - Water Treatment Plant Operator – Public Works, Utilities
 - Assistant Commonwealth's Attorney I
 - Probation/Pretrial Officer – Blue Ridge Court Services
 - Utility Electrical/Pump Technician – Public Works
 - File Clerk, part-time – Commonwealth's Attorney's Office
 - Library Page
 - Executive Director – Staunton Downtown Development Association
 - Recreational Program Aide, substitutes – Parks & Recreation
 - Post Baccalaureate Fellowship in Criminal Justice – Blue Ridge Court Services
- Continued recruitment for the following positions:
 - Sanitation Worker – Public Works
 - Equipment Operator I – Public Works, Streets
 - Firefighter/EMT
 - Equipment Operator II – Public Works, Streets
 - Police Officer, certified only

Orientations:

Conducted orientations for four full-time employees.

Information Technology

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

- IT completed infrastructure work in the new J&DR Courthouse including networks, telephones, workstations, printers, copiers, video conferencing, wireless access points, and door security systems.
- SAW Regional Radio team continues debugging interference issues at a tower site and coverage concerns in a few locations. Control station, or base station, installation work is nearly complete.

- Updated accounts and accesses for staff changes in the Commonwealth Attorney's office.
- Prepared 33 new timeclocks to replace end-of-life devices. Employees will need to reenroll with the new timeclocks before the new units can be deployed in March.
- Continued work on the Tyler EPL (electronic permitting) project. Evaluation of Tyler Resident Access and Cloud SAS migration are also underway.

Library

Technology Services Librarian Carrie Whitlock initiated and prepped the consortium for a system upgrade for the three public libraries' shared circulation and cataloging software system in mid-December. This upgrade makes the Valleylibraries.org website more compliant with WCAG 2.0 standards which means that it is easier to use for patrons, especially those with disabilities, as well as providing a significantly improved mobile user experience.

The library is currently recruiting and hiring for three vacancies: two circulation substitutes and one page.

Special programs and outreach included

- Merry Making holiday craft program
- Holiday Sing-A-Long Featuring Bill Wellington
- Pop-up library to Aviva Baldwin Park so residents could browse library materials and learn about services

Temple House of Israel set up a display to celebrate its 100th anniversary.

The stargazing program was postponed until January due to cold and snowy weather that made it uncomfortable and unsafe to be outside in the dark to learn about the night sky.



Library Statistical Report: December 2025

CIRCULATION	Month	YTD		PROGRAMS	Month	YTD
Adult	16,375	101,151		Adult	14	82
Young Adult (YA)	1,175	8,792		Attendance	124	1,318
Juvenile	12,474	80,847		YA	7	31
Digital	6,295	37,558		Attendance	885	5,812
				Juvenile	25	202
Total Circulation	36,319	228,348		Attendance	1,359	9,673

Talking Book Center Circulation	1,586	9,902		General	0	3
				Attendance	0	334
Items Checked In	18,954	118,869				
				PEOPLE		
Outgoing to VLC Libraries	1,533	9,867		Library Visits	11,739	77,970
Incoming from VLC Libraries	1,435	9,329		Curbside Visits	8	60
Total Holds Filled	4,776	28,715		Computer Users	553	4,081
				Juvenile Computer Users	1,778	9,889
Added to Collection	898	5,300		Meetings Held	12	77
Withdrawn from Collection	2,507	5,202		Volunteer Hours	65	957
				New Card Registrations	116	971
Database Use/Sessions	3,776	21,870		Total Registered Cards		15,850
SERVICES						
ILLs Borrowed	9	80				
ILLs Lent	0	0				
Proctoring/Book-a-Librarians	1	27				

Statistical Notes

- Digital circulation is up over 9% again so far, this fiscal year
- Talking Book Center circulation is up approximately 7%
- Public computer use is up over 6%
- Volunteer hours have increased 5%

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Decorated the City Christmas Tree and assisted with the lighting ceremony.
- Added 400 daffodil and Hyacinth bulbs at Staunton Crossing and the J&DR Courthouse.

Maintenance

Park Maintenance completed the following:

- Continued leaf removal and general maintenance in Gypsy Hill and Montgomery Hall parks
- Continued clean up and painting of park restrooms
- Assisted with Celebration of Holiday Lights in Gypsy Hill Park

Community Outreach

Staff engaged in the following community outreach activities:

- Scheduled programs in December included,
 - Morning Warm ups
 - Cards and Coffee
 - Handprint mini-session
 - Adapted Open Gym
 - Bread Making
 - Japanese Swordsmanship
 - ASC Drama Club Jr and Sr
 - Advanced and Intermediate Pickleball Open Gym
 - Indoor Futsal League
 - Bizaare Bazaar trip
 - Indoor Climbing at Eastern Mennonite University
 - Toddler Open Gym
 - Volleyball open gym
- Staff assisted with the Celebration of Holiday Lights in Gypsy Hill Park.

Police

- The Police Department coordinated the annual downtown Christmas parade on Dec. 1.
- The Department hosted its annual Shop with a Cop event on Dec. 20, providing Christmas presents for 10 local children and their families.
- Officer Hunter Back graduated from basic police training at the regional academy on December 2 and started the field training program.
- The E-911 Center received 4,144 calls during the month, including 1,286 9-1-1 calls and 18 texts to 9-1-1.
- Police personnel responded to 2,344 incidents during the month, including 1,297 citizen calls for service, 564 officer-initiated activities, 180 administrative calls, and 303 directed patrols.
- The average response time for police emergency calls for service during the month was 4 minutes and 21 seconds; it was 4 minutes for the year.

Public Works

Employee Spotlight – John Keene



This month's spotlight features John Keene, Special Projects Owner's Representative. John has been employed with the city for nearly six years, starting in March 2020 as the Clerk of the Works, overseeing the demolition of the old Western State Hospital buildings on what is now Staunton Crossing. After completing that important project, John continued working as Construction Manager in the Engineering Division starting in September 2022. In this role, John was instrumental in starting the Gardner Springs Upgrade Project. John's crowning achievement began in December 2023 when he moved into his current position

as Special Projects Owner's Representative, perhaps better known as the guy who supervised the construction of the city's new Juvenile and Domestic Relations Courthouse on West Beverley Street. John's dedication and professionalism on all of his projects are always much appreciated.

Administration Division

The utility office established 32 new owner accounts, 20 new residential rental accounts, and 5 new commercial accounts. The office collected \$55,852 in payments. A total of 30 accounts were cut off for non-payment. Of those cut off, 26 were reconnected after payments were made or a payment plan established.

The PW Administration Division welcomes Courtney Morris as the new full time utility clerk taking the position formerly held by Joesette Huffman who was promoted to Office Manager earlier this year.

Engineering Division

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

Gypsy Hill Park Pool House

Lantz Construction continues to construct the new GHP pool house facility. Approximately 70% of site work is completed with the remainder scheduled for late winter into early spring. Work on the two buildings has also begun. Both structures have all below slab work completed, with both slabs placed and all door frames completed. The Administrative building has all of the structural masonry walls built and grouted. Trusses are scheduled to be set the first week of January as well as masonry work beginning on the Facilities building.

Featured Photo of the Month: Plan Review (by John Keene) in Action

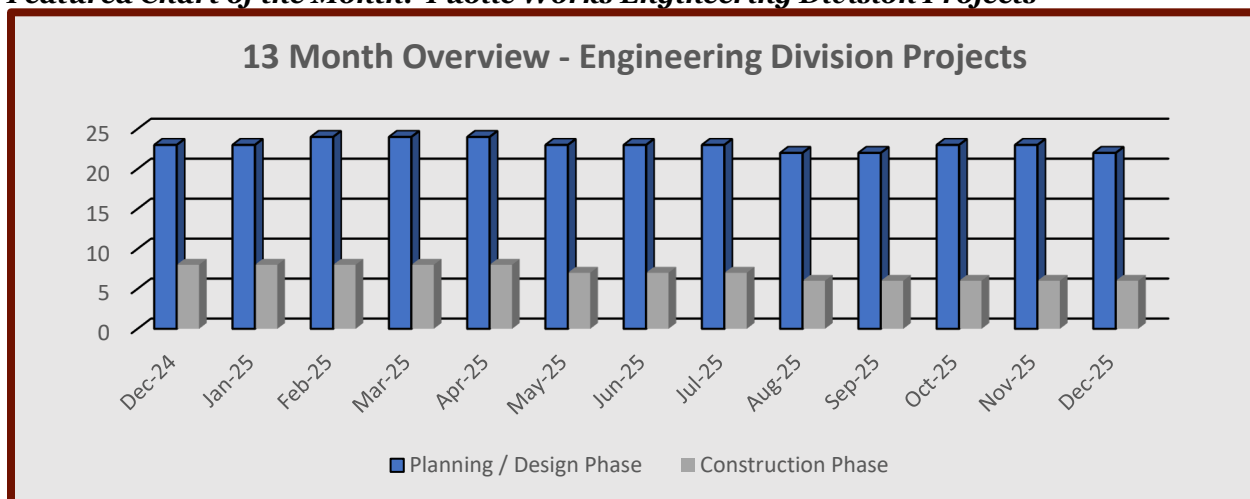


Most of the work done by Public Works is out on our busy streets and neighborhoods and is highly visible. However, what is not readily seen is the behind-the-scenes work, particularly involving the many larger projects undertaken by Public Works. This month's featured photo shows John Keene in action doing what he does best, pouring over the project plans for the new J&DR Court House, an essential task to ensure progress in meeting the project schedule and to ensure that the contractor is constructing the project in accordance with the plans. The sustained behind-the-scenes efforts of the many stakeholders involved in the J&DR planning,

design, and construction, enabled this fast-tracked project to be completed on time and under budget.

The new J&DR Courthouse is only one of many projects for the Engineering Division. These days, the planning and design of projects takes as long as the actual construction, but as the saying goes "prior planning prevents poor performance". Currently, the Engineering Division is involved with a total of 28 projects (22 in planning/design and 6 under construction) as indicated in the chart below (not including new subdivisions).

Featured Chart of the Month: Public Works Engineering Division Projects



Streets and Traffic Division

Street and utility crews responded to three winter storm events in December. On Dec. 2, approximately 0.1 inch of freezing rain, sleet, and ice fell over about 8 hours, resulting in the application of 10.8 tons of salt. Four inches of snow fell over a 12-hour period on Dec. 5 and 6 requiring about 298 tons of salt to treat the roads. On Dec. 8, another 4 inches of snow fell during an 18-hour period and resulted in the usage of about 588 tons of salt.

Street crews completed the first round of seasonal leaf collection around the end of December. Crews began the second round of leaf collection shortly thereafter with collection expected to extend through January and/or February.

Street and ROW crews stayed busy clearing several downed trees at various times and locations in December.

Refuse and Facilities Division

The facilities maintenance crew and custodial staff completed training, stocking, and cleaning the new J&DR Courthouse on West Beverley in preparation of its opening on Dec. 15.

The recycling center saw a record number of visits to the center in December with a total of 5,258 visits.

The Refuse and Facilities Division welcomes two new employees: Anthony Swink, Sanitation Worker, in refuse and Hope (Cricket) Pulju in recycling.

Utilities Division

Utility field crews repaired nine water main breaks, one water meter, and one service line. Crews responded to two sewer main blockages and seven sewer lateral blockages. Crews completed CCTV inspections and applied degreaser at key problem sewer areas. The crew installed two new water connections and two new sewer connections.

A combined crew of Utility Technical Services and Water Treatment Plant staff replaced an aged, malfunctioning sodium hypochlorite transfer pump critical to plant operations.

Tourism

Activities:

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

- Sheena Logan is the new Sales & Marketing Manager for Staunton Tourism
- Staunton blog promotions featured Top 10 Ways to Celebrate the Holidays in Staunton and Give the Gift of Going (Staunton-Style)
- Staunton Tourism's podcast, The U is Silent; We Aren't, was featured by The News Leader
- Hosted travel writers from Virginia Living Magazine and Southbound Magazine

Public Relations

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

Date	Headline	Source	Reach	AVE
20-Dec	<u>Four acclaimed chefs share the holiday dishes they cook for their own families</u>	AOL	23,648,780	\$218,751.21
05-Dec	<u>Virginia Christmas Train Rides At VSR!</u>	NewsBreak	17,603,984	\$162,836.85
18-Dec	<u>Huss & Dalton introduce Valley guitars</u>	NewsBreak	16,712,801	\$154,593.41
11-Dec	<u>5 Charming Virginia Towns That Go All-Out for Christmas, According to Visitors</u>	NewsBreak	16,712,801	\$154,593.41
20-Dec	<u>This Laid-Back Virginia Town Offers Cute Shops, Restaurants, & Shenandoah Valley Views</u>	Yahoo! Life	14,125,650	\$130,662.26
20-Dec	<u>Four acclaimed chefs share the holiday dishes they cook for their own families</u>	Yahoo! Life	14,125,650	\$130,662.26
14-Dec	<u>20 Best Fall Foliage Drives from New England to Virginia</u>	Yahoo! Life	14,125,650	\$130,662.26
11-Dec	<u>5 Charming Virginia Towns That Go All-Out for Christmas, According to Visitors</u>	Islands Magazine	2,170,726	\$20,079.22
26-Dec	<u>8 Picturesque Mountain Towns in Virginia That Feel Like a Cozy Hallmark Movie Set</u>	Family Destinations Guide	1,200,754	\$11,106.97
16-Dec	<u>12 Cities in Virginia That Are Perfect for Slow and Easy Day Trips</u>	Family Destinations Guide	1,200,754	\$11,106.97
10-Dec	<u>7 Massive Flea Markets in Virginia That'll Make Your Bargain-Hunting Dreams Come True</u>	Family Destinations Guide	1,200,754	\$11,106.97
20-Dec	<u>This Laid-Back Virginia Town Offers Cute Shops, Restaurants, & Shenandoah Valley Views</u>	EXPLORE	426,638	\$3,946.40
19-Dec	<u>Virginia Scenic Railway opens new hub just in time for the holiday season</u>	WHSV-TV	361,541	\$3,344.25
02-Dec	<u>Virginia Scenic Railway Adds New Louisa Station</u>	Northern Virginia Magazine	338,403	\$3,130.23
01-Dec	<u>Coming in 2026: Tidewater Current to connect Virginia Beach to the Shenandoah Valley</u>	The Daily Press	217,519	\$2,012.05
15-Dec	<u>Staunton restaurant one of Esquire magazine's Best New Restaurants</u>	World News	160,459	\$1,484.25
19-Dec	<u>Virginia Scenic Railway opens new hub just in time for the holiday season</u>	WVIR	151,469	\$1,401.09
26-Dec	<u>10 Virginia Historic Streets That Tell a Story</u>	Family Travel Forum	130,116	\$1,203.57
07-Dec	<u>8 Virginia Small Towns That Keep Showing Up on Travel Lists</u>	Family Travel Forum	130,116	\$1,203.57
07-Dec	<u>10 Virginia Villages That Transform into Winter Getaways Every December</u>	Family Travel Forum	91,556	\$846.89
03-Dec	<u>9 Historic Virginia Villages Perfect for a Quick Day Trip</u>	Family Travel Forum	91,556	\$846.89
15-Dec	<u>Staunton restaurant one of Esquire magazine's Best New Restaurants</u>	News Leader	73,793	\$682.59
09-Dec	<u>Centennial celebration of President Wilson's Pierce-Arrow limousine</u>	News Leader	73,793	\$682.59

01-Dec	Staunton's beloved Mrs. Rowe's restaurant closing its doors	News Leader	73,071	\$675.91
29-Dec	Virginia tourist attraction! Columnist shares train ride experience	The Progress-Index	56,076	\$518.70
14-Dec	20 Best Fall Foliage Drives from New England to Virginia	Guessing Headlights	4,729	\$43.74
26-Dec	Day Trips for Winter Fun 2025: Family Adventures Near Charlottesville	Charlottesville Family	2,656	\$24.57
			125,211,795	\$1,158,209.08

Website Visitation

Website Traffic		
December 2024	December 2025	% Change
80,310 sessions	82,566 sessions	+2.8%
100 guide requests	75 visitor's guide requests	-25%

Top 10 Origin Markets and Visitor Spending -November 2025-

Top Visitor Markets - Table ▾

Visitor Origin Market	% of Visitors ▾	Same time previous year
Washington DC-Hagerstown MD	22%	17%
Roanoke-Lynchburg VA	11%	14%
Baltimore MD	8%	2%
Richmond-Petersburg VA	8%	11%
Norfolk-Portsmouth-Newport News VA	8%	8%
New York NY	3%	6%
Philadelphia PA	3%	3%
Harrisburg-Lancaster-Lebanon-York PA	2%	2%
Greensboro-High Point-Winston Salem NC	2%	2%
Nashville TN	2%	1%

Top Spend Markets - Table ▾

Visitor Origin Market	% of Visitor Spend ▾	Same time previous year
Bend OR	15%	2%
Washington DC-Hagerstown MD	14%	16%
Richmond-Petersburg VA	12%	14%
Norfolk-Portsmouth-Newport News VA	7%	9%
Roanoke-Lynchburg VA	7%	9%
Tampa-St. Petersburg-Sarasota FL	3%	1%
New York NY	2%	2%
Philadelphia PA	2%	2%
Portland OR	2%	0.1%
Charlotte NC	2%	2%

Key Insights:

- Out-of-State Visitor Growth:** Staunton saw out-of-state visitors increase from 55% to 62% of total visitors, representing a 7% gain. This shift toward a broader geographic reach indicates the destination is successfully attracting travelers from beyond Virginia's borders.
- Origin Market Shifts:** Washington DC-Hagerstown increased its share of visitation from 17% to 22%, solidifying its position as your top feeder market. Meanwhile, Baltimore emerged as a new top-five market with 8% of visitors (up from 2% in 2024). These markets also showed stronger accommodation usage, with Washington DC-Hagerstown representing 25% of accommodation visitors (up from 12%) and Baltimore accounting for 9% (up from 2%).

3. **Spending Performance:** Overall visitor spending contribution rose from 12% to 15%, while average daily visitor spend increased from \$49 to \$72. Food & Beverage maintained its dominance at 46% of visitor spend (up from 40%), and Gas & Service Stations held at approximately 25-28% of spending. The share of visitor spending directed toward local businesses remained stable at 23-24%.

What This Means

Staunton is successfully expanding its appeal to drive-market visitors, particularly from major metropolitan areas within a 2-3 hour radius. The growth in out-of-state visitors and the emergence of Baltimore as a significant feeder market suggest your marketing efforts are resonating beyond traditional markets. The increase in average daily spend indicates visitors are engaging more deeply with local businesses, particularly in dining experiences.

Office on Youth

Crime Control Programs

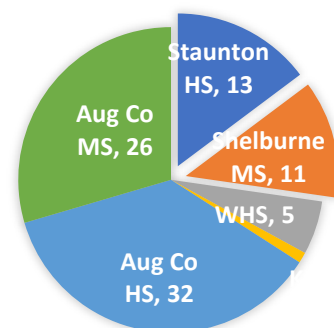
- Sixteen youth received detention alternative services.
- One youth completed *3rd Millennium: Under the Influence* class.

Family Services

- Four adults participated in 24/7 Dads/ Fathering in 15.
- Seven adults participated in the Parent Project program.
- Coordinator completed *Youth Mental Health First Aid* through Valley Community Service Board Dec. 11 and attended *Tall Cop Drug Trends* Webinar Dec. 16.

Check and Connect – Truancy Prevention

- Participants include 88 students from 14 schools.
- Regional Truancy Board was held Dec. 9, with three students/families from Staunton City Public Schools participating.



Community/Etc.

- Staff decorated display for Celebration of Holiday Lights at Gypsy Hill.
- Division Supervisor assisted with *Shop with a Cop* in partnership with Staunton City Police Department.

Staunton Downtown Development Association¹

December has traditionally been the busiest time of year for the Staunton Downtown Development Association, and 2025 did not disappoint.

- Dec. 1 marked the annual Christmas Parade with help of the Kiwanis
- Holiday window displays were hosted by multiple businesses downtown
- Dec. 6 SDDA hosted the outdoor Merry Market in the wharf with musical performances and vendors
- Saturdays in December included Santa in the Candy Cane Courtyard of City National Bank on Dec. 6; Santa in Gingerbread Gardens at the Woodrow Wilson Presidential Library; and Santa's Workshop at The Space at 35 N New St.



SDDA's Merry Market at the Wharf

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.