

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

Crews mobilized **Feb. 17**

3 construction phases

1 Primary Goal: Public Safety

\$4.62M contract awarded
for critical infrastructure
tunnel repairs

Tunnel Repairs Now Underway

Virginia Infrastructure, Inc. mobilized at the Byers Street work area on the east side of the Wharf on Feb. 17, marking the start of Phase I of the Downtown Tunnel Repair Project. Crews have already removed a portion of the tunnel ceiling, with this phase expected to be completed by August. "Mobilization is the first visible step in this critical infrastructure project," said City Engineer Lyle Hartt. Following completion of the tunnel roof removal, crews will begin relocating sewer lines, followed by wall removal and excavation for footers. The final steps later this summer will include the installation of precast tunnel sections. Phase II, which will address the West Johnson Street Tunnel, is anticipated to be completed in spring 2027. Phase III, focused on the New Street Tunnel, is expected to wrap up by late spring 2027.



February 2026

Dispatched Calls for Service*

Police 2,257↑

Fire & Rescue 313↓

Average Response Time
month/year

Police 4'03"/4'12"

Fire & Rescue 4'59"/4'58

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

Adopt-a-Spot in Staunton

Thanks to community partners, there are now nine groups participating in the Adopt-a-Spot program! Participants agree to clear a designated stream, street, park, walkway, parking lot, or public grounds of litter and debris regularly. The Augusta Bird Club; Friends of the Staunton Library; Trinity Episcopal Church; Staunton Democratic Committee; Shenandoah Valley Club of the Deaf; Staunton West End Business Association; and anonymous individuals are the city's current partners.



From the City Manager

Community Drives Progress

It is heartening to see that 87% of residents rate Staunton as a good or excellent place to live. That high level of community pride is what makes our city special. However, our most recent National Community Survey (NCS) also highlighted where we must do better. Specifically, we saw a 9% increase in the importance of utility infrastructure coupled with a 9% decrease in its perceived quality.

We hear you. As I finalize the upcoming budget, these results are driving a renewed focus on our streets, sidewalks, and essential services. While we celebrate what makes Staunton great, we are leaning into the challenges in housing and workforce development to ensure our city remains a top-tier place to call home. Your feedback is the roadmap for our shared future. Thank you for helping us build a better Staunton together.



A Sure Sign of Spring

When the batting cages go up at Moxie Stadium, it's a sure sign of spring in the City of Staunton. However, this year is even better, as they are new! Staunton Storm and Staunton Braves players will have the opportunity to try them out as baseball season soon begins.



February 2026 Activity Report

Community Development

Key Construction Project Updates

Staunton Apartments II

Final inspections are being scheduled for Building 800 at the new 72-unit apartment complex located at 1013 Seth Dr. *Pictured, exterior of Building 800 at Staunton Apartments II.*



Gypsy Hill Park Pool House



Construction is moving forward at the Gypsy Hill Park pool house. Inspections are ongoing, and the facility is scheduled to open for the 2026 pool season. *Pictured: Exterior of the new pool house.*

McDonough Toyota

Rough-in inspections are being scheduled for the new 4,196-square-foot service department addition at McDonough Toyota on Richmond Avenue.

Verizon Store

A building permit application is under review for a new 3,520-square-foot Verizon retail store located at 1213 Richmond Ave.

CADENCE

A building permit has been issued for a 2,105-square-foot interior renovation and expansion at the CADENCE facility, located at 9 Technology Way.

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 – 46 active sites with 154 inspections in February
- Commercial Construction – 13 active sites with 40 inspections in February

Adopt-a-Spot Program Continues to Grow



The City's Adopt-a-Spot program officially welcomed its newest partner this February: Trinity Episcopal Church, located at 214 W. Beverley St. The congregation has generously volunteered to adopt and maintain the sections of Lewis, Johnson, Church, and Beverley Streets surrounding their location. Also in February, Community Development Director Rodney Rhodes rolled up his sleeves to join the Staunton West End Business Association (SWEBA) during their recent neighborhood cleanup effort.

Thanks to community partners, there are now nine active groups participating in the Adopt-a-Spot program across the city! For a complete list of participating organizations, a map of adopted locations, and information on how your own group can get involved, please visit the City's website.

Planning & Zoning Division

Planning Commission

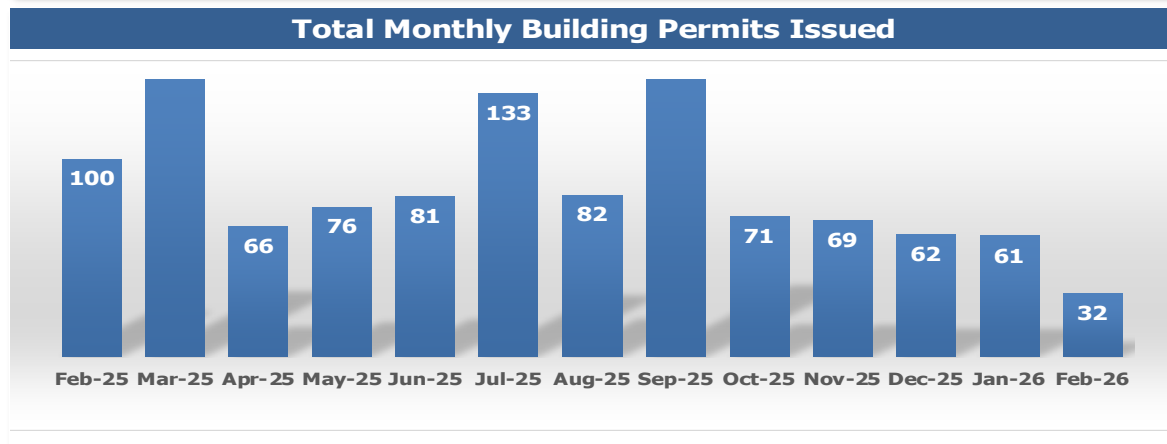
At its Feb. 19 meeting, the Planning Commission held a public hearing and subsequently recommended adoption of the City of Staunton's Capital Improvement Plan for fiscal years 2027 through 2031. The Commission also approved amendments to their bylaws to formally assign the clerk role to be Community Development staff. Chair Jessica Robinson also announced the resignations of Commissioners Scott Kesecker and John Hutchinson, thanking them for their service to the city.

The March 19, Planning Commission agenda featured a public hearing and consideration of a Special Use Permit request by Staunton Augusta Properties, LLC, for a new Planned Residential Development (PRD) known as McIntosh Village. The developer is proposing to construct 267 single-family homes on 77.31 acres of land situated between Middlebrook Avenue, the Shenandoah Heights neighborhood, and the Green Spring Valley

neighborhood. By utilizing the PRD process, the developer is permitted to cluster homes on smaller lots and with reduced setbacks in exchange for providing common area amenities, which in this case is proposed to include walking trails, a patio with a fire pit, a pavilion, and a commercial-grade playground. City staff recommended approval of the permit subject to several conditions, including but not limited to, requirements that a Home Owners Association be established to maintain the common areas and a proposed private street, that a traffic impact analysis be conducted, and that a new access connection to Middlebrook Avenue be completed during the first phase of construction.

Building Construction and Related Activity

Permits Issued	Feb-26	Feb-25	# Chg	% Chg
New Residential	0	11	-11	-100.0%
Residential Renovations	4	12	-8	-66.7%
Electrical Permits	16	24	-8	-33.3%
Mechanical Permits	5	17	-12	-70.6%
Plumbing Permits	4	20	-16	-80.0%
Commercial New-Renovations	3	5	-2	-40.0%
Miscellaneous	0	11	-11	-100.0%
Total	32	100	-68	-68.0%



Economic Development

Wharf District Infrastructure Project

February marked a critical milestone for the Wharf District infrastructure project, with construction mobilization occurring on Feb. 17. On Feb. 4, a Wharf Stakeholder meeting was held where approval of the Marketing Support Program was shared and the mobilization date was confirmed with the business community.

Enterprise Zone Efforts

Assistant Director of Economic Development Jessica Blythe conducted an Enterprise Zone (EZ) presentation at the R.R. Smith Center on Feb. 23, broadening awareness of available incentives among the business and development community. She also presented to the Staunton West End Business Association on Feb. 24, and met individually with two local business on Feb. 20 and Feb. 27 to discuss potential EZ applications and eligibility.

Business Retention and Expansion Efforts

The Arcadia Groundbreaking on Feb. 24, attended by a number of city staff, was a celebratory milestone reflecting the continued growth of Staunton's development pipeline.

Aviation and Transportation

February brought an exciting transportation milestone with the Shenandoah Valley Regional Airport (SHD) SkyWest inaugural flight on Feb. 3. Staff were on hand to celebrate the launch of new daily service to Charlotte and Chicago, operated by SkyWest Airlines on behalf of American Airlines.

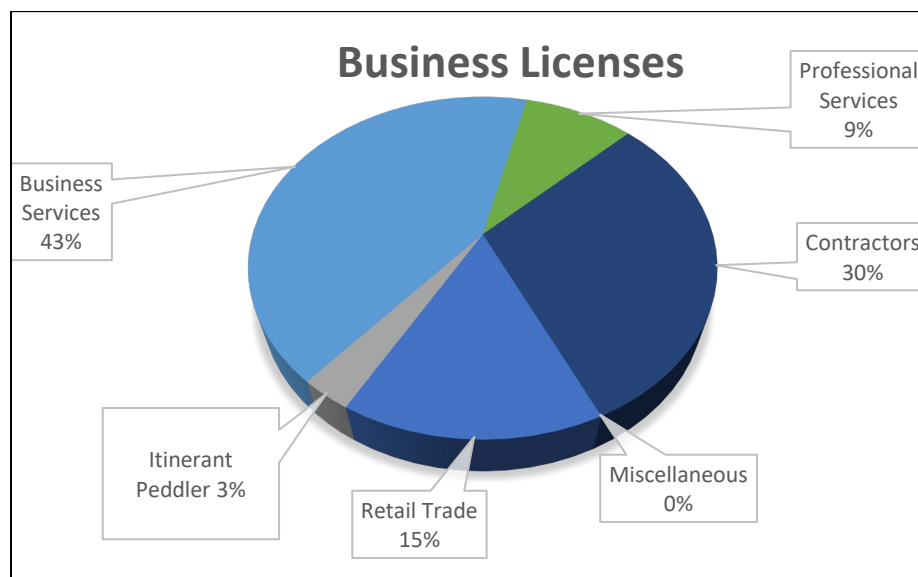
Business License Activity

During the month of February, the Commissioner of Revenue's office issued 33 new business licenses, compared to 25 the previous month, representing a 32% increase. This month a year ago, 31 new business licenses were issued.

The Business Services sector accounted for 43% of the of the total licenses issued in January 2026, and the Retail Trade sector accounted for 15%, Contractors accounted for 30%. Professional Services accounted for 9% and 3% were Itinerant Peddlers. There wasn't any Miscellaneous business licenses issued for the month.

Year to date licenses issued: 58

Licenses issued previous year for same period: 52



Finance

- The department issued 7,262 utility bills and general bills totaling \$1,387,505 during February.
- Collection activities in February resulted in the recovery of \$3,278 in delinquent utility invoices.
- The Utility Payment Office processed 3,146 receipts in the amount of \$717,242 during February.
- The department processed 454 City and 200 School accounts payable checks totaling \$5,492,195. 870 City and 590 Schools payroll-related advices totaling \$4,353,131 and 17 ACH debit/wire transactions totaling \$2,446,349 during February.
- The FY2027-FY2031 five-year capital improvement plan was introduced to City Council on Feb. 26.
- FY2027 Budget development is well underway. In-person budget meetings wrapped up in February. The FY2027 will be presented to City Council on March 26.
- The banking transition to First Bank & Trust has been completed. Over the next several months, Finance will continue to reach out to vendors who have uncashed checks on the old Truist accounts.
- Staff attended the quarterly SAW Consortium quarterly meeting held at the Augusta County school administration offices.
- Staff attended, along with school staff, the Virginia Department of Education Individuals with Disabilities Education Act Part B Fiscal Collaborative Forum.
- The department assisted the Staunton City School Division in publishing a request for proposal (RFP) for an After School & Enrichment Program, due March 16.
- The department assisted the Engineering Department in publishing a bid for the Staunton Water Treatment Plant Fluoride Tank Replacement Project, with bids received on March 5.
- One contractor submitted a bid on Feb. 26 for the Staunton Water Treatment Plant Clearwell Cover Replacement Project. Qualifications are being examined by the Engineering Department.

Fire & Rescue

- Staunton Fire and Rescue responded to 313 incidents in February, with an average response time of 4 minutes and 59 seconds.
- Staff received over 444 hours of training for the month.
- Staff conducted 45 business fire safety inspections and 21 re-inspections in February.
- Ladder 1 crew participated in Career Day at McSwain Elementary. They spoke to 350 kids about becoming a firefighter.
- C-Shift flow tested all of the new hoses that were delivered in preparation for the new pumpers expected in early April.
- Master Firefighters Stanley Barbour and William McGuire obtained their CPR instructor certification.
- Deputy Chief Adam Dolan obtained his Fire Official certification.
- Kickoff of the second semester's Firefighters for Literacy program was held at Bessie Weller Elementary.
- The Fire Marshal's Office issued one hazmat storage permit; one final sprinkler inspection; reviewed two site plans and issued one Social Services pre-school permit.



Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time—4

Part Time/Seasonal—1

Hired:

Full Time—1

Part Time—5

Retired—0

Activities

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

Recruitment:

Initiated recruitment for the following positions:

- 2026 Season Recreational Program Counselor, Parks & Recreation
 - 2026 Lifeguards, Parks & Recreation
 - Equipment Operator II, Streets — Public Works
 - Equipment Operator I, Streets — Public Works
 - Equipment Operator I, Utilities — Public Works
 - Equipment Operator II, Utilities — Public Works
- Continued recruitment for the following position:
 - Sanitation Worker — Public Works

Orientations:

- Conducted orientation for one full-time employee.

Miscellaneous:

- Sentara Mammography Van was on-site at Gypsy Hill Park
- CAPTRUST at Work held its first informational webinar for employees

Information Technology

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

- Engineers for the SAW Regional Radio project have identified a significant source of external interference impacting a key RF site. Work to remediate the source of interference has started. A design to improve some coverage issues is expected from L3Harris in March. The go-live date has been delayed until these issues are resolved.
- Revised network design was created for the Gypsy Hill Park Pool House to accommodate additional cameras, network drops, timeclock, and phones.
- Designed network requirements for potential new office site for Blue Ridge Court Services.
- Completed fiber network connectivity to the Staunton Crossing pump house.
- Completed a variety of tasks including additional Gatekeeper MFA deployments, printer and workstation updates, database migrations to a new server, and security audits.

- Started replacing UKG timeclocks across city facilities and schools. Employees need to re-enroll biometrics to work with the new devices. Clock replacements should be completed in early April.
- Replaced the core firewall appliance for the city and schools.
- Continued work on the Tyler EPL (electronic permitting) project. Evaluation of Tyler Resident Access and Cloud SAS migration are also underway.

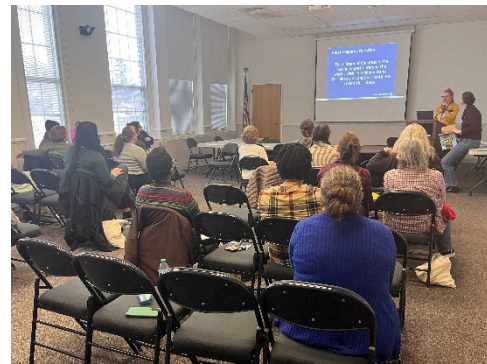
Library

The Library held its annual staff development day on Feb. 4. Staff reviewed emergency procedures, learned how to critically assess AI from a speaker from the Library of Virginia, and discussed mental health and deescalation techniques.

The Library finished recruiting for its third vacancy of the year, and a new employee started on Feb. 22.

Special programs and outreach included

- Beginning birding with the Augusta Bird Club
- An evening with local author and actor Summer England
- Aviva Baldwin Park Pop-Up Library
- Career day at local elementary schools
- Valentine Workshop for kids
- Stuart Hall 6th Graders field trip



A special display featuring the history of Black women in hats was put up by members of the Staunton-Augusta County African American Research Society.

The spring brochure of events is now available to pick up and features programs planned from March – May.

Community Engagement Librarian Christine Dee attended a multi-day Crucial Conversations online training hosted by the Library of Virginia.

Library Statistical Report: February 2026

CIRCULATION	Month	YTD		SERVICES	Month	YTD
Adult	15,486	133,468		ILLs Borrowed	14	105
Young Adult (YA)	1,221	11,238		ILLs Lent	0	0
Juvenile	12,735	106,579		Proctoring/Book-a-Librarians	7	38
Digital	5,885	50,598				

Total Circulation	35,327	301,883		PROGRAMS		
Talking Book Center Circulation	1,420	11,480		Adult	12	104
				Attendance	148	1,677
Items Checked In	19,046	138,788		YA	4	40
				Attendance	680	8,137
Outgoing to VLC Libraries	1,672	30,670		Juvenile	34	264
Incoming from VLC Libraries	1,499	10,718		Attendance	1,932	13,090
Total Holds Filled	4,546	35,274		General	0	4
				Attendance	0	386
Added to Collection	951	10,563				
Withdrawn from Collection	92	5,243		PEOPLE		
				Library Visits	12,123	102,125
Database Use/Sessions	3313	28,869		Curbside Visits	9	82
				Computer Users	561	5,146
				Juvenile Computer Users	1,687	13,440
				Meetings Held	28	128
				Volunteer Hours	84	1,122
				New Card Registrations	152	1,281
				Total Registered Cards		15,645

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Majority of the first and second week of February was spent on finishing up with snow and ice removal.
- Tree Work including working with a contractor to remove a dead tree in Gypsy Hill Park, pruning trees and removing hazardous limbs, and staff removing two trees from Montgomery Hall Park.
- Maintenance Work was focused on pruning shrubbery and grasses along with repairing plow damaged plantings.
- Horticulture staff attended a forum on the invasive spotted lanternfly. Topics discussed included life cycles, key host plants, and management strategies.

Maintenance

Park Maintenance completed the following:

- Majority of the month was spent on removing snow/ice and daily checks on sidewalks and parking lot for overnight freezing.

- A new play feature was added at the tot lot in Gypsy Hill Park.
- Installed batting cages for Moxie Stadium and Kiwanis little league complex.
- Contractor started work to replace the drop ceiling in the Garden Center.
- Worked to ready equipment for the upcoming mowing season.

Community Outreach

Staff engaged in the following community outreach activities:

- Community tax assistance program began at Booker T. Washington Community Center
- Staff participated in Career Day at McSwain Elementary School
- Programs for the month:
 - Morning Warmups
 - Cards and Coffee
 - Handprint art class
 - Artventures
 - Toddler Open Gym
 - Adapted Open Gym
 - Indoor Walking
 - Winter Green Day
 - Dancing to the Decades
 - Explorers Club
 - Little Movers
 - Snow Ball Dance
 - Body Butter Creation
 - Wreath Making
 - Mid Atlantic Quilt Trip
 - Girls Night Out
 - Teas from the Garden
- Created new Pickleball tournament in conjunction with the Shenandoah Valley Pickleball Association.

Police

- All sworn personnel completed less lethal qualifications and driver training during the month.
- Investigator Christian Davis was honored as the Staunton Police Foundation's Officer of the Quarter at a luncheon on Feb. 24.
- The Department's annual policy review was completed during February.
- The E-911 Center received 3,628 calls during the month, including 1,061 9-1-1 calls and 8 text-to 9-1-1.
- Police personnel responded to 2,257 incidents during the month, including 1,279 citizen calls for service, 590 officer-initiated activities, 134 administrative calls, and 254 directed patrols.
- The average response time for police emergency calls for service during the month was 4 minutes and 3 seconds; it was 4 minutes and 12 seconds for the year.



Public Works

Employee Spotlight – Chris Lambert



This month's spotlight features Chris Lambert, Refuse Supervisor. Chris began his employment with the city nearly 25 years ago, starting as an Equipment Operator I in the Utilities Division in 2001. Since then, he has held many positions here at Public Works including Sanitation Worker (loader), Sanitation Equipment Operator (driver), Equipment Operator I in Streets Division, Refuse Supervisor, and even served for a year as the Superintendent of Facilities and Refuse. Chris is truly a man of all trades, from emptying trash cans downtown to assisting with water main breaks and everything in between. His dedicated service to the department

and entire community is unwavering.

Administration Division

The utility office established 35 new owner accounts, 15 new residential rental accounts, and 5 new commercial accounts. The office collected \$52,241 in payments. A total of 26 accounts were cut off for non-payment. Of those cut off, 19 were reconnected after payments were made or a payment plan established.

Engineering Division

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

Johnson, Byers, & New Street Tunnel Repairs Project

Virginia Infrastructure, Inc. mobilized at the Byers Street work area on the east side of the Wharf on Feb. 17. A section of the tunnel ceiling has already been removed. The Byers Street phase is expected to be completed in August, after which they will shift over to the Johnson Street work area.



Water Treatment Plant Clearwell Cover Replacement

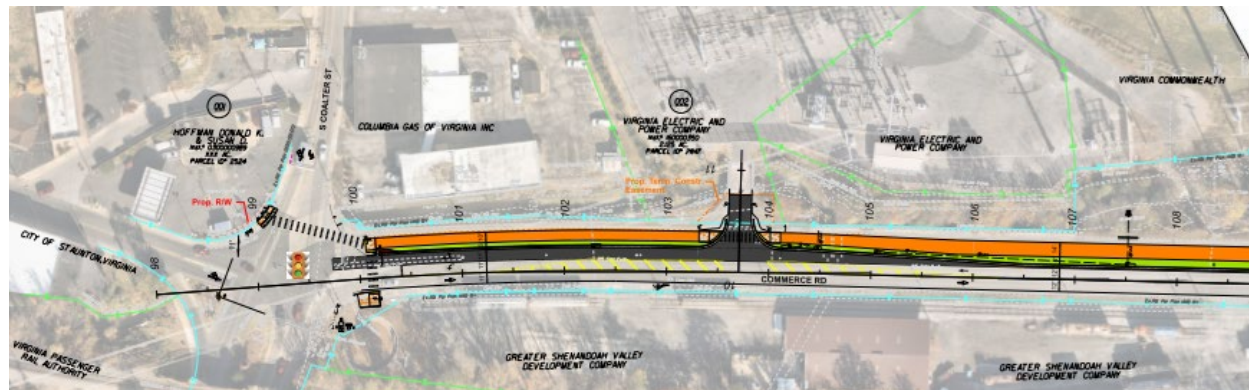
Engineering and other Public Works staff hosted an on-site pre-bid meeting on Feb. 6 for the water plant clearwell cover replacement project. The bid opening was held on Feb. 26. One bid was received, from Atlantic Lining Company, for \$2,090,850, and is being reviewed.

Water Treatment Plant Fluoride Tank Replacement

Engineering and other Public Works staff hosted an on-site pre-bid meeting on Feb. 10 for the fluoride tank project, which includes replacing the existing fluoride tank, concrete containment area, and chemical feed piping. Bidding on the project closed on March 5.

Commerce Road Shared Use Path (SUP)

The VDOT-administered SUP project will repurpose the southbound travel lanes of Commerce Road (Route 11) into a 10- to 14-foot shared-use path with a grass buffer, extending from just south of Statler Boulevard to just north of Greenville Avenue. The existing northbound lanes will be converted to two 11-foot lanes to accommodate northbound and southbound traffic.



VDOT conducted a public hearing on Feb. 25, which the city hosted in the Council Chambers.



WHSV3 covered the event:

<https://www.whsv.com/2026/02/26/vdot-city-staunton-host-open-house-proposed-greenway-commerce-road/>

The project survey closed on March 7, after which the community input will be compiled by VDOT and considered in the design process. Advertisement for bids for construction of the SUP is currently anticipated for late 2028. VDOT's website for the project can be found at:

<https://www.vdot.virginia.gov/projects/staunton-district/city-of-staunton--commerce-road-shared-use-path/>

Streets and Traffic Division

Combined crews from the Public Works Streets and Utility Divisions continued snow removal activities the first two weeks in February. Once snow removal activities were completed, street crews resumed and completed leaf collection. Crews also began repairs of yards and similar damages resulting from the winter storm.

Traffic crews repaired and/or replaced numerous signs throughout the city including the Wharf area and Sycamore Street.

Refuse and Facilities Division

The facilities maintenance crew responded to a failed heat exchanger in the boiler at the District Courthouse building. After a thorough evaluation, replacement of the heat exchanger alone was determined not cost effective given the age of the boiler itself. Accordingly, the more efficient approach of replacing the entire boiler was determined as the best overall option. Currently, quotes for this work are being solicited with replacement anticipated in April 2026.

The recycling center received a total of 4,702 visitors in February.

The Refuse and Facilities Division welcomes two new employees: Dustin Fitzgerald and Keith Serrett, both sanitation workers on the trash crews.

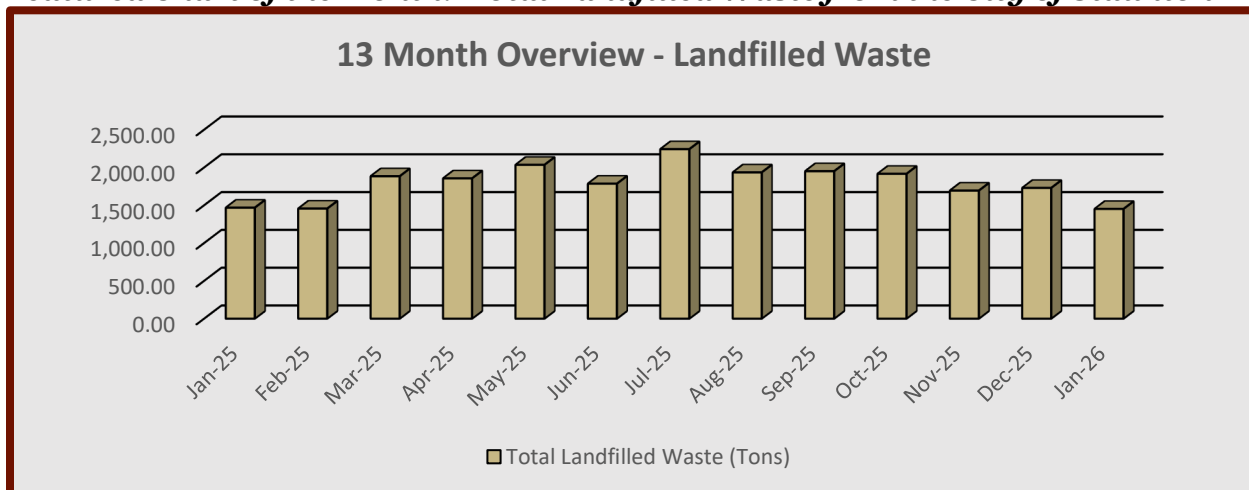
Featured Photo of the Month: Heading out for another day of trash collection



Who is this guy, what is he doing, and why is it so dark? This guy is none other than Chris Lambert, the spotlighted Public Works employee of the month. Even though Chris is the Refuse Supervisor, he often finds himself filling in as a refuse truck driver to cover absences (vacations, illnesses, etc.) of the city's regular drivers. Chris and the refuse crews often start their day in the dark before the sun rises.

So how much waste is generated by the city? For the past two years, the city has been averaging approximately 1,850 tons of waste per month taken to and placed into the landfill. As indicated on the chart below, a total of 1,451 tons of waste was landfilled in January 2026. The lower total for January is directly attributable to the severe winter weather at the end of the month.

Featured Chart of the Month: Total Landfilled Waste from the City of Staunton



Utilities Division

Utility field crews repaired seven water main breaks, four water meters, and two sewer mains. Crews responded to three sewer main blockages and three sewer lateral blockages, completed root treatment at select problem areas, and completed television inspection of several sewer lines. Utilities staff responded to 302 VA811 locate tickets.

Water Treatment Plant completed the required quarterly sampling of TTHM/HAA5 testing. All results were in compliance.

Tourism

Activities:

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

- Staunton blog promotions featured Winter Hiking and Biking Near Staunton, Everything Sweet in Staunton, Where Girlfriends Gather: Your Guide to the Ultimate Women's Weekend in Staunton, Hop Aboard the Virginia Scenic Railway in Downtown Staunton, Guest Blog by Chris Lassiter: Past, Present, and Future of Black Business in Staunton
- Guest on the Cville Right Now Podcast

Public Relations

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

Date	Headline	Source	Reach	AVE
15-Feb	Quaint Cities Where Americans Can Retire Like Millionaires for Under \$1,850 A Month	MSN.com	99,756,141	\$922,744.30
11-Feb	Feast Your Eyes on Mouth-Watering Food from USA TODAY's Top Restaurants	USA Today	66,165,726	\$612,032.97
03-Feb	A Winter Road Trip Through Shenandoah Valley	Substack	54,669,563	\$505,693.46
21-Feb	Best Mountain Towns Where Homes Deliver the Strongest Airbnb Returns	Realtor.com	41,149,200	\$380,630.10
04-Feb	15 Quaint Southern Cities Where You Can Retire On \$1,850 A Month (Or less)	AOL	24,144,377	\$223,335.49
04-Feb	This Virginia Train Ride Offers Some of The Most Breathtaking Scenery in The State	NewsBreak	16,726,820	\$154,723.08
28-Feb	These 9 Virginia Flea Markets Are Absolute Treasure Troves	Family Destinations Guide	1,576,542	\$14,583.01
28-Feb	10 Fascinatingly Weird Museums That Prove Virginia Is Full of Surprises	Family Destinations Guide	1,576,542	\$14,583.01
27-Feb	This Picture-Perfect Town in Virginia Belongs on A Postcard	Family Destinations Guide	1,576,542	\$14,583.01
26-Feb	Dine Beside Active Railroad Tracks at This One-Of-A-Kind Virginia Restaurant	Family Destinations Guide	1,576,542	\$14,583.01
24-Feb	10 Quirky Museums in Virginia That Are Unlike Anything You've Seen Before	Family Destinations Guide	1,576,542	\$14,583.01
24-Feb	7 Dreamy Towns in Virginia Perfect for Stress-Free Day Trips	Family Destinations Guide	1,576,542	\$14,583.01

Date	Headline	Source	Reach	AVE
23-Feb	This Quaint Town in Virginia Is Basically a Hallmark Movie Come to Life	Family Destinations Guide	1,576,542	\$14,583.01
20-Feb	You Won't Believe These 10 Unusual Museums Exist in Virginia	Family Destinations Guide	1,576,542	\$14,583.01
12-Feb	10 Peaceful Small Towns in Virginia That Melt Stress Away Instantly	Family Destinations Guide	1,576,542	\$14,583.01
09-Feb	Marino's Lunch to Be Featured on America's Best Restaurants YouTube Show	WHSV-TV	488,400	\$4,517.70
04-Feb	This Virginia Train Ride Offers Some of The Most Breathtaking Scenery in The State	Family Travel Forum	167,151	\$1,546.15
03-Feb	12 Virginia Local Food Markets Worth Driving Across the State For	Family Travel Forum	167,151	\$1,546.15
24-Feb	Best Mountain Towns Where Homes Deliver the Strongest Airbnb Returns	Laredo Morning Times	151,361	\$1,400.09
19-Feb	Visit Virginia's Blue Ridge Celebrates Record Tourism Growth In 2025. Credits Targeted Marketing Push	WVVA-TV	144,295	\$1,334.73
11-Feb	USA TODAY Named Its Restaurants of The Year. A Staunton Favorite Made the List	News Leader	96,476	\$892.40
28-Feb	10 Virginia Unique Museums That Are Surprisingly Fun for All Ages	Family Travel Forum	90,763	\$839.56
23-Feb	Virginia's Legendary Dairy Rite Still Frying Up Tradition After 75 Years	Family Travel Forum	90,763	\$839.56
21-Feb	This Virginia Mountain Vista Serves Views Straight Out of a Dream	Family Travel Forum	90,763	\$839.56
17-Feb	This Scenic Train Ride in Virginia Is the Ultimate Spring Getaway	Family Travel Forum	90,763	\$839.56
10-Feb	Escape For a Day on This One-Day Train Trip Through Virginia in 2026.	Family Travel Forum	90,763	\$839.56
08-Feb	This Virginia Outdoor Museum Shows How Cultures Met and Fought	Family Travel Forum	90,763	\$839.56
06-Feb	10 Virginia Museums That Bring History to Life	Family Travel Forum	90,763	\$839.56
16-Feb	All Aboard: Augusta County Railroad Museum Brings Train Lovers Together	Daily News-Record	47,208	\$436.67
28-Feb	Mike Skipper Takes Over the Shack from Mentor Ian Boden	Virginia Living	18,368	\$169.90
TOTALS			318,716,456	\$2,948,127.20

Website Visitation

Website Traffic		
February 2025	February 2026	% Change
27,305 users	32,456 users	+18.9%
138 guide requests	111 visitor's guide requests	-19.6%

Top 10 Origin Markets and Visitor Spending -January 2026-

Top Visitor Markets - Table ▾

Visitor Origin Market	% of Visitors ▾	Same time previous year
Washington DC-Hagerstown MD	19%	16%
Roanoke-Lynchburg VA	13%	15%
Baltimore MD	10%	2%
Richmond-Petersburg VA	6%	11%
Norfolk-Portsmouth-Newport News VA	5%	7%
New York NY	5%	4%
Philadelphia PA	5%	3%
Greensboro-High Point-Winston Salem NC	2%	1%
Harrisburg-Lancaster-Lebanon-York PA	2%	2%
Charlotte NC	2%	2%

Top Spend Markets - Table ▾

Visitor Origin Market	% of Visitor Spend ▾	Same time previous year
Washington DC-Hagerstown MD	15%	16%
Richmond-Petersburg VA	14%	14%
Norfolk-Portsmouth-Newport News VA	10%	9%
Roanoke-Lynchburg VA	8%	10%
Wilkes Barre-Scranton PA	4%	1%
Raleigh-Durham-Fayetteville NC	3%	1%
Baltimore MD	2%	3%
Houston TX	2%	0.5%
New York NY	2%	3%
Charlotte NC	2%	2%

Key Insights:

Out-of-State Visitation Continues to Grow: One of the most encouraging indicators from January 2026 is the continued rise in out-of-state visitation. 68% of visitors to Staunton came from out of state, up from 55% the same time last year — a 13-percentage-point increase year over year. This suggests that Staunton is extending its reach well beyond its regional footprint and attracting travelers from a broader geographic area. This is a meaningful shift in the composition of Staunton’s visitor base and speaks to growing destination awareness.

Origin Markets Reflect Regional Strength and Emerging Opportunities: Looking at where visitors are coming from, Washington DC-Hagerstown, MD remains the top market by both visitation (19%) and visitor spend (15%). The Roanoke-Lynchburg, VA market held its position as the second-highest visitation market at 13% (slightly down from 15%), which is a positive signal for continued regional engagement. Richmond-Petersburg, VA came in at 6% of visitors (down from 11%). Baltimore, MD had 10% of visitors, up significantly from last year’s 2%. On the spending side, a new entrant to note is the Wilkes Barre-Scranton, PA market, which appeared in the top spend markets at 4% — a market worth monitoring as an emerging opportunity.

Visitor Spending Reflects Broader Economic Trends: Visitor spending accounted for 11% of all spending in Staunton in January 2026, up 2 percentage points from 9% the prior year. The average daily visitor spend was \$45, a slight shift from \$47 the prior year — an area that may be worth exploring in the context of broader cost-of-living pressures impacting traveler budgets nationally. Encouragingly, 24% of visitor spend went toward local businesses, up 1 point from 23%, reflecting continued community-level economic impact.

What This Means: The January 2026 data paints a generally positive picture for Staunton. We are drawing a growing share of out-of-state visitors, indicating that marketing efforts are resonating with audiences beyond the immediate region. Regional markets like Roanoke-Lynchburg and Richmond-Petersburg are showing momentum, while Washington DC continues to be the cornerstone market for both visitation and overnight stays. The rise in Baltimore's accommodation share is a development worth nurturing. The strength in Food and Beverage spending underscores how Staunton's dining scene is a key motivator for visitors, while the shift in Retail spend is something to monitor as you consider how to better capture that dollar locally.

Office on Youth

Crime Control Programs

- Twelve youth received detention alternative services.
- One youth completed 3rd Millennium Conflict Wise and THC 101 class.

Family Services

- Many area adults participated in parenting courses:
 - *Active Parenting - First 5 Years*, 6
 - *Parenting and Divorce* co-parenting program, 9
 - *Active Parenting*, 10
 - *Loving Solutions – Parent Project Jr*, 4
 - Program services at WARM shelter, 4

Truancy Prevention - Check and Connect

- Participant count of 103 students from 14 schools remained the same.
 - 13, Staunton High School
 - 13, Shelburne Middle School

Personal Responsibility Education Programs (PREP)

- Facilitated Family Life Education with 32 9th-grade Staunton HS Feb. 3-9.
- Facilitated Family Life Education with 53, 5th grade and 46 4th-grade at Bessie Weller Elementary Feb. 10-13.