

RELEASED APRIL 2026



CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

4th consecutive gold award

22 consecutive years of
winning awards for water

3.815M gallons per day
(MGD)

160 miles of water mains

Award-Winning Water for 22nd Year

Under the expert leadership and guidance of the Water Treatment Plant Supervisor, Montana Welcher, Staunton's water plant has once again achieved the Gold award from the Virginia Department of Health (VDH) through their Virginia Optimization Program. This is the 22nd consecutive year for winning an award through this program and the fourth consecutive year for bringing in the Gold. Although Welcher is at the helm of the plant, she would be the first to recognize the hard work and dedication of her entire staff in achieving such a notable award and justly so. It is the result of the entire team's strict attention to detail in producing a high-quality and award-winning product.



March 2026

Dispatched Calls for Service*

Police 2,725↑

Fire & Rescue 320↑

Average Response Time month/year

Police 4'18"/4'16"

Fire & Rescue 4'59"/4'58"

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

New Study Room at SPL

Library staff transformed part of the nonfiction collection area into a new study room after many hours of shifting books. The Public Works maintenance team supported the project by removing shelving and installing new carpet squares. New tables and chairs, funded by library donations, arrived March 20. This update responds to frequent requests for more study and work space. Staff are exploring options to add additional power outlets for personal devices.



83 teams participated in the city's annual Irish Road Bowling event



From the City Manager New Home for Farmers Market

The Staunton Farmers' Market is trying out a new home for the 2026 season, and it's off to a great start. With repairs underway on the tunnels and streets, the market's longtime spot at the Wharf Parking Lot isn't available this year. After working with city leadership, organizers found a temporary location at 2020 W. Beverley Street, right in front of the J&DR Courthouse. The new space is already proving to be a great fit. It offers plenty of parking, more room for vendors to spread out, and easy access for visitors. Opening day on April 4 kicked off the season with strong turnout and positive feedback. Aside from a few minor parking hiccups, both vendors and shoppers enjoyed the spacious layout and how easy it was to get in and out. There's also easy transit access to the market on BRITE's West loop, which has a stop about half a block up and across the street. The Market will run every Saturday from 7am – 12 noon through September, 8am – 12 noon in October and November, and the Winter Holiday Market will be from 9am – 1pm the first three Saturdays of December.



Beauty and the Beast

Many thanks to City Horticulturist Matt Sensabaugh for capturing one of Staunton Station 1's "beasts" as it passed through the underpass on its way to help those in need. The contrast between the deep red of the fire truck and the vibrant spring flowers is striking.



March 2026 Activity Report

Community Development

Key Construction Project Updates

Columbia Gas Administrative Headquarters

Final inspections are being scheduled for the new Columbia Gas Administrative Headquarters located at 102 Valley Center Dr. The newly constructed facility totals 22,355 square feet. *Pictured below: Exterior shots of the new building.*



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. *Exterior shots pictured below.*



Site Plan

The following site plan was approved by Community Development:

- 103 W Village Dr — revised site plan for parking lot

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 104 inspections in March
- Commercial Construction – 13 active sites with 36 inspections in March

Adopt-A-Spot Signs Are Up!

New Adopt-A-Spot signs were recently installed for participating groups throughout the city. More information about how to get involved is available on the city's [website](#). *Pictured right: New Adopt-A-Spot sign on Lacy B King Hwy for the Shenandoah Valley Club of the Deaf.*

Planning & Zoning Division

Planning Commission

At its March 19 meeting, the Planning Commission held a second public hearing and once again tabled a request for McIntosh Village, a 267-unit single-family Planned Residential Development. The Commission also formally appointed Zoning Administrator, Linda Nesselrodt, to serve as Clerk of the Planning Commission. Kendrick Kier took his seat as the newest member of Planning Commission.



The April 16, 2026, Planning Commission agenda will feature further consideration of McIntosh Village. The Commission will consider additional conditions associated with the connections to Green Spring Valley and Shenandoah Heights and a possible buffer requirement between the new development and existing neighborhoods. The Commission will also hold a public hearing on a rezoning request by Fisher Auto Parts, to rezone a portion of 855 Statler Blvd from I-1, Light Industrial to B-2, General Business.

Comprehensive Plan

The Comprehensive Plan is entering its final stages of refinement as the steering committee and staff complete a thorough review of the draft to ensure it meets community goals. Once this review is finalized, the draft plan will be posted online for public comment during the month of May, offering residents an important opportunity to provide direct feedback. Following the public review period, the City Council will hold a work session to discuss the plan on **June 3 at 6 p.m. at the Staunton Public Library.**



Housing Division

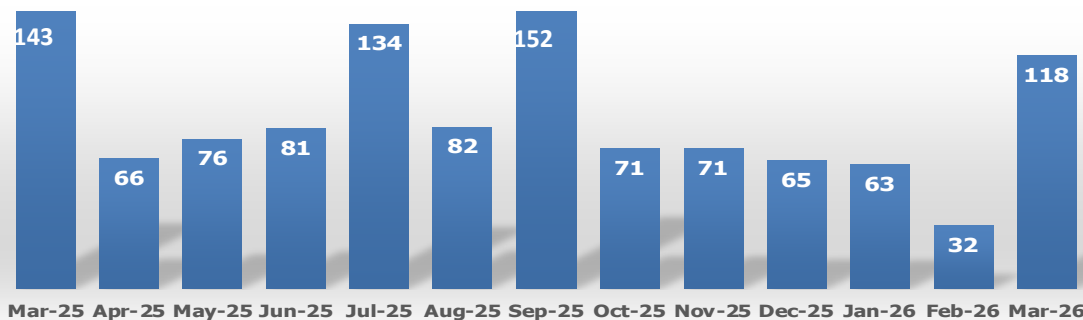
City's Housing Commission Has First Meeting

On March 5, the city's new Housing Commission met for the first time. The nine-member commission was appointed by City Council to advise staff and elected officials on improving the quality and quantity of affordable and workforce housing. Commission members' expertise covers a wide array of housing areas including market-rate housing development, affordable housing rental and ownership, and citizen housing advocacy. One of the first activities the commission will tackle is completing action plan tasks in the city's Housing Strategy.

Building Construction and Related Activity

Permits Issued	Mar-26	Mar-25	# Chg	% Chg
New Residential	11	12	-1	-8.3%
Residential Renovations	16	17	-1	-5.9%
Electrical Permits	40	34	6	17.6%
Mechanical Permits	21	36	-15	-41.7%
Plumbing Permits	19	25	-6	-24.0%
Commercial New-Renovations	3	4	-1	-25.0%
Miscellaneous	8	16	-8	-50.0%
Total	118	144	-26	-18.1%

Total Monthly Building Permits Issued



Economic Development

Business Retention and Expansion Efforts

The ribbon cutting at Serenity First Hospice on March 4 marked an important milestone for a new Staunton business.

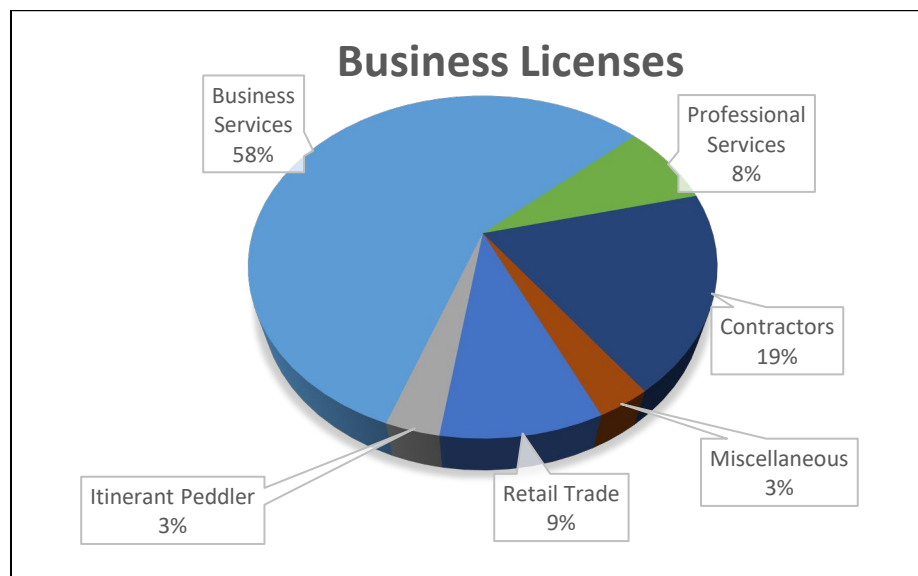
Business License Activity

During the month of March, the Commissioner of Revenue's office issued 64 business licenses, compared to 33 the previous month, representing a 93.9% increase. This month a year ago, 27 business licenses were issued.

The Business Services sector accounted for 58% of the of the total licenses issued in March, and the Retail Trade sector accounted for 9%, Contractors accounted for 19%. Professional Services accounted for 8% and 3% each for Itinerant Peddlers and Miscellaneous categorized licenses.

Year to date licenses issued: 122

Licenses issued previous year for same period: 79



Finance

- The department issued 7,799 utility bills and general bills totaling \$1,252,540 during February.
- Collection activities in March resulted in the recovery of \$4,240 in delinquent utility invoices.
- The Utility Payment Office processed 3,249 receipts in the amount of \$761,857 during February.

- The department processed 389 City and 213 School accounts payable checks totaling \$4,546,343. 878 City and 602 Schools payroll-related advices totaling \$4,224,592 and 17 ACH debit/wire transactions totaling \$2,591,898 during March.
- The department issued a request for proposal (RFP) for a Utility Rate Study. Vendors will submit proposals by April 30.
- The department assisted the Police Department in issuing a RFP for the CAD, MDS, and LERMS Software, Hardware, and Services Project. Proposals are due from vendors on April 30.
- The department assisted the Public Works Department in issuing an Invitation for Bid (IFB) for Pavement Marking Systems. Bids were due April 9.
- FY2027 budget preparation work continued in March. The FY2027 budget was introduced to City Council at their March 26 meeting.
- Finance and Public Works staff completed a physical inventory at Public Works.
- Staff participated in a kick off call with Bank of America's purchasing card program. The city and schools will be transferring purchasing card providers from Truist Bank to Bank of America in the next few months.

Fire & Rescue

- Staunton Fire and Rescue responded to 320 incidents in March, with an average response time of 4 minutes and 45 seconds. The average response time for the year is 4 minutes and 53 seconds.
- Staff received over 739 hours of training for the month.
- Staff conducted 31 business fire safety inspections and 45 re-inspections in March.
- Held Prize Day for the Firefighters for Literacy program at Bessie Weller Elementary.
- Hosted the regional technical rescue drill at the quarry off Statler Blvd. This scenario was a trial run for Rescue Challenge being hosted in May.
- Engine 1 crew spoke about fire safety with 40 home schooled children at Staunton Alliance Church.
- Hosted two new dispatchers for a ride-along as part of their orientation.
- Spoke to a group of Girl Scouts at Cherryvale United Methodist Church on fire safety as part of their Daisy Safety Award Pin requirement.

- Master Firefighter Stanley Barbour completed the Structural Collapse Specialist course through FEMA.
- The Fire Marshal's Office reviewed one rezoning request, one fire alarm panel plan, one construction plan, and three site plans. Final acceptance tests were conducted on both a sprinkler and fire alarm system.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time—5

Part Time/Seasonal—0

Hired:

Full Time—4

Part Time—0

Retired—0

Activities

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

Recruitment:

- Initiated recruitment for the following positions:
 - Parking Enforcement Officer
 - Susan Blackley Horticulture Intern
 - Assistant Commonwealth's Attorney
 - Utility Service Worker/Utility Locate Technician
 - Water Treatment Plant Operator
 - Plumber
 - Traffic Signal Technician
- Continued recruitment for the following positions:
 - Recreational Program Counselor for the 2026 summer season
 - Lifeguards for the 2026 summer season

- Equipment Operator II – Streets
- Equipment Operator I – Streets
- Equipment Operator I – Utilities
- Equipment Operator II – Utilities

Orientations:

Conducted orientations for four new full-time employees.

Information Technology

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

- IT infrastructure work continues at 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 SCADA network connectivity between the Staunton Crossing pump house and Public Works.
- Completed a new Capital Project dashboard to help visualize the city's investments and projects.
- VDEM's contractor has completed the initial GIS imagery fly-over for the Staunton area. After processing and quality checks, the new 3" imagery will be delivered in the fall and available soon afterwards on the city's GIS site.
- Several Windows servers updated to newer operating system versions.
- General IT support issues occurred, including Zoom camera issues in the City Council chambers, cable channel streaming issues, cybersecurity audits, network device upgrades, planning for phone switch upgrade, and developing a Wi-Fi solution for the new Farmers Market location.
- Continued work on the Tyler EPL (electronic permitting) project. Go-live is scheduled for early May.
- The SAW Regional Radio project has started the Commissioning phase after identifying the source of external interference that had been impacting a key RF site. An updated project timeline has been proposed for go-live in late summer.

Library

After many hours of shifting books, library staff completed the conversion of a portion of its nonfiction collection space to serve as a new study room. The Public Works maintenance team worked hard to assist with this project by removing shelving and patching in new carpet squares. New tables and chairs, funded by donations to the library, arrived Friday, March 20. This area was redeveloped in response to the many requests from visitors for more seating areas for study and work. Library staff and Public Works are evaluating ways to add additional power outlets for patrons who want to use their personal devices.



Special programs included:

- True Crime Discussion Club author event with Ron Peterson, Jr.
- Teenage Mutant Ninja Turtle March scavenger hunt for teens
- Intro to Genealogy workshops taught by the Augusta County Genealogical Society
- A seed swap with local growing experts
- FAFSA education
- Homeschool Hour: Beginning Yoga with Phoenix Fitness & Yoga
- Stretch and Grow for kids
- Irish music and dance with Blue Ridge Irish Music School
- Tech classes and assistance for seniors at Aviva and Baldwin Park



Local artist Brigitte Huson has her paintings on display and will host several Paint & Sip workshops in late April and May. These proved so popular that registration is already full. In the display case, members of the Staunton Makerspace highlighted items they've created and crafted.

Library Statistical Report: March 2026

CIRCULATION	Month	YTD	SERVICES	Month	YTD
Adult	16,509	149,977	ILLs Borrowed	15	120
Young Adult (YA)	1,228	12,466	ILLs Lent	0	0
Juvenile	13,646	120,225	Proctoring/Book-a-Librarians	2	40
Digital	6,634	57,232			

Total Circulation	38,017	339,900	PROGRAMS		
Talking Book Center Circulation	1,354	12,834	Adult	19	123
			Attendance	197	1,874
Items Checked In	19,905	158,693	YA	5	45
			Attendance	772	8,909
Outgoing to VLC Libraries	1,555	14,851	Juvenile	43	307
Incoming from VLC Libraries	1,749	12,467	Attendance	1,755	14,845
Total Holds Filled	4,925	40,199	General	0	4
			Attendance	0	386
Added to Collection	1,086	11,649			
Withdrawn from Collection	1,953	7,196	PEOPLE		
			Library Visits	15,431	117,556
Database Use/Sessions	3,490	32,359	Curbside Visits	14	96
			Computer Users	724	5,870
			Juvenile Computer Users	1,870	15,310
			Meetings Held	33	161
			Volunteer Hours	60	1,182
			New Card Registrations	156	1,437
			Total Registered Cards		16,117

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Horticulture staff set up a table at the Library Seed exchange event on March 3. Staff gave away hyacinth bean seeds and elephant ear bulbs and answered questions about their work.
- City Horticulturist Matt Sensabaugh met with Kennon Bowen to discuss landscape plantings for the Library Terrace project.
- Students from Grace Christian visited Gypsy Hill Park for a service morning where they worked in the dog park, mulching and cleaning up litter.
- Horticulture staff attended the Tree Care Workshop in Roanoke to learn about rehabilitating urban soils, tree structure and biomechanics, beech leaf disease and forest farming/gathering.
- Tree work included pruning and fertilizing a number of trees on city properties as well as removing a tree on the Gypsy Hill Golf Course.

- Clean up/maintenance work in March included cleaning perennial foliage, cutting back shrubs and spot weeding beds.

Maintenance

Park Maintenance completed the following:

- Assisted Library staff with changing the story walk at the Natural Playground located in Montgomery Hall Park.
- Resurfaced and mulched all playgrounds in Gypsy Hill and Montgomery Hall Parks.
- Aerified golf greens and started the irrigation systems for the golf course and athletic fields in Gypsy Hill Park.
- Two Park Maintenance employees completed pesticide recertification program.
- Applied fertilizer to all athletic fields and grass areas in Gypsy Hill and Montgomery Hall Parks.
- Replaced drop ceiling in the Garden Center.
- Completed porch renovation at Montgomery Hall Park, both porches were replaced with new oak flooring.

Community Outreach

Staff engaged in the following community outreach activities:

- Annual Irish Road Bowling event was held at the Frontier Culture Museum, 83 teams participated with over 300 in attendance
- Annual Eggstravaganza special event was held with over 400 participants.
- Director of Parks and Recreation Chris Tuttle and Superintendent of Recreation Steve Taetzsch attended the annual Virginia Recreation and Parks Society Directors Conference.
- Began preparation for the upcoming swim season by removing the cover from Gypsy Hill Pool and started the cleaning process.
- Aquatic Manager Thomas Hannon completed his Certified Pool Operator training certification.
- Scheduled programs for the month included:
 - Japanese Swordsmanship
 - ASC Drama Club
 - Flame Fitness
 - Line Dancing
 - Reverse Mortgage Class
 - Toddler Open Gym
 - Junior Pickleball Clinic
 - Living off the Grid
 - Highland County Maple Festival trip

Police

- The Police Department hired Rebecca Shouey on March 30. She began field training in early April.
- The Department welcomed new volunteer Chaplain Brett Iserhagen on March 16.
- The E-911 Center received 4,210 calls during the month, including 1,189 9-1-1 calls and 15 text-to 9-1-1.
- Police personnel responded to 2,725 incidents during the month, including 1,486 citizen calls for service, 777 officer-initiated activities, 158 administrative calls, and 304 directed patrols.
- The average response time for police emergency calls for service during the month was 4 minutes and 18 seconds; it was 4 minutes and 16 seconds for the year.

Public Works

Employee Spotlight – Montana Welcher



This month's spotlight features Montana Welcher, Water Treatment Plant Supervisor. Montana has been with the city for seven years, beginning as a Water Plant Operator Trainee in 2019. Since that time, she quickly rose through the ranks by acquiring her Class IV Operator's License, and then her Class III, Class II, and Class I Operator's Licenses. She was then promoted to Day Shift Leader and promoted again to the supervisor position in 2024. Welcher's work ethic and diligence in learning her craft from top to bottom are proof positive that dedicated perseverance pays off. "It is truly a distinct pleasure having

her as an integral part of the city's Public Works team," said Director of Public Works Dave Irvin.

Administration Division

The utility office established 36 new owner accounts, 25 new residential rental accounts, and 4 new commercial accounts. The office collected \$46,351 in payments. A total of 47 accounts were cut off for non-payment. Of those cut off, 36 were reconnected after payments were made or a payment plan established.

Engineering Division

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

Beverley Street Demonstration Project

Engineering hosted staff from the Virginia Walkability Action Institute (VWAI) and Equitable Cities LLC for a site visit and discussion of a demonstration project along Beverley Street in advance of permanent intersection improvements planned for late 2027. Staff from multiple city departments, along with Bicycle Pedestrian Advisory Committee (BPAC) members, walked the downtown portion of Beverley Street and talked through ideas to temporarily create an expanded sidewalk area and how best to ensure community input and feedback.

Johnson, Byers, & New Street Tunnel Repairs Project

The removal of the tunnel ceiling at Byers Street has been completed. Cofferdams and channel piping have been installed. The existing 48-inch sanitary sewer manhole has been removed and the new 60-inch manhole has been installed. The new precast concrete tunnel is scheduled to be set in July with this phase of the project to be completed and open to traffic in August, after which, the contractor will shift over to the Johnson Street work area.

Water Treatment Plant Clearwell Cover Replacement

On March 19 the contract for this project was executed. A notice to proceed, effective April 18, has been issued, with a substantial completion date of Nov. 13. A pre-construction meeting was held on March 30 and construction is scheduled to begin in May.

Water Treatment Plant Fluoride Tank Replacement

Bids for this project were received on March 5. Five bids were received with Waco Inc. being the low bidder with a bid of \$439,073. Currently, the contract is being finalized with work expected to commence in late spring. The project includes replacing the existing fluoride tank, concrete containment area, and chemical feed piping.

Refuse and Facilities Division

The facilities maintenance crew, with help from the Streets Division, worked diligently towards site preparations for the Farmers' Market at their new location at 2020 West Beverley St., the parking lot of the new J&DR Courthouse.

The recycling center received a total of 4,378 visitors in March.

Dwayne Simmons was promoted from city plumber to Facilities Supervisor, where he will oversee Building Maintenance and Custodial Services.

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

Streets Division

Streets crews spent much of March replacing asphalt berms throughout the city that were damaged during snow removal operations. Additionally, they completed pothole patching city-wide.

The Streets Division welcomes Jonathan Sauer as Equipment Operator I.

Traffic and Equipment Maintenance Division

Traffic crews repaired and/or replaced numerous signs throughout the city. Additionally, they hosted training sessions for Staunton and Waynesboro traffic crews from a signal cabinet manufacturer on the latest traffic signal and control innovations.

Utilities Division

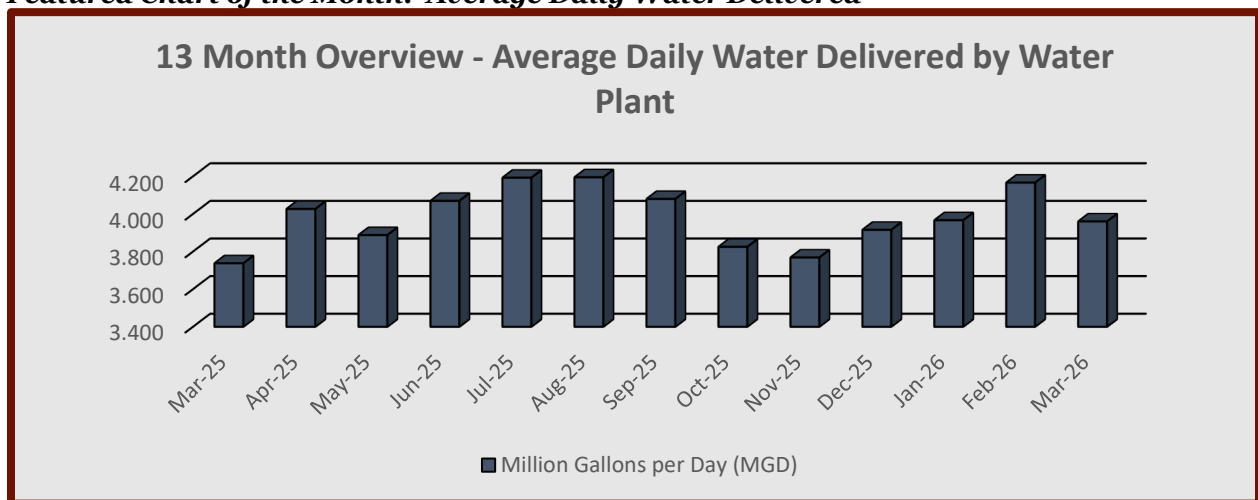
Utility field crews repaired seven water meters, two water valves, and eight sewer mains. Crews responded to two sewer main blockages and nine sewer lateral blockages. Crews replaced one fire hydrant and repaired another. They also installed four new water service connections and three new sewer connections. Utilities staff responded to 348 VA811 locate tickets.

The Utilities Division welcomes Jackson Cook as Equipment Operator I on the utility crews.

Water Facts

So how much water is actually produced by the plant and delivered to our customers each and every day? For the past five years, the plant has produced and delivered an average of 3.815 million gallons per day (MGD). As indicated by the chart below, the monthly averages can vary widely and are often impacted by seasonal weather. Predictably, production is higher in the warmer and sometimes drier weather during the summer months when customers are washing homes, cars, and driveways or watering gardens. However, since water main breaks most often occur during extreme cold weather, production can increase during those times as well, especially if there are many breaks or during an extraordinarily large break.

Featured Chart of the Month: Average Daily Water Delivered



Tourism

Activities:

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

- Staunton blog promotions featured Engage Your Brain with a Staunton Skillcation and Seize the Season: Spring Events
- The U is Silent; We Aren't podcast featured the Hard Work Of Hard History: Inside A Presidential Library with Robin Von Seldeneck and Rethink Classical: How Staunton Music Festival is Rewriting the Rules with Jason Stell
- Welcomed Virginia Recreation & Parks Society Conference to Staunton
- Visit Staunton submitted a Virginia Tourism DMO Marketing Grant application

Public Relations

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

Date	Headline	Source	Reach	AVE
03-Mar-2026	<u>This Tiny Town In Virginia Looks Like It Belongs In A Hallmark Movie</u>	Family Destinations Guide	1,576,542	\$14,583.01
06-Mar-2026	<u>This Dreamy Town In Virginia Will Steal Your Heart Instantly</u>	Family Destinations Guide	1,196,112	\$11,064.04
31-Mar-2026	<u>MADcon, A Two-Day Music, Art and Design Convention, Comes to Staunton</u>	News Leader	88,227	\$816.10
09-Mar-2026	<u>Pedal Paradise: A Day in Staunton, VA</u>	Blue Ridge Outdoors	0	\$0.00
01-Mar-2026	<u>10 Relaxing Virginia Towns Where \$1,200 A Month Is Plenty to Retire in Comfort</u>	Family Travel Forum	90,763	\$839.56
31-Mar-2026	<u>Most People Don't Know About This Magical Train Ride Hiding in Virginia</u>	Family Destinations Guide	1,196,112	\$11,064.04
17-Mar-2026	<u>Top Family Resorts in Virginia for Memorable Vacations</u>	Blogs	0	\$0.00
17-Mar-2026	<u>Beverly Street Closes For 'Shop and Dine Out' Season</u>	News Leader	88,227	\$816.10
16-Mar-2026	<u>The Whimsical Virginia Train Ride That Looks Like Something from A Storybook</u>	Family Destinations Guide	1,196,112	\$11,064.04
16-Mar-2026	<u>Staunton, Waynesboro Host Spring Concerts, Festivals and Workshops</u>	Yahoo! Entertainment	36,532,804	\$337,928.44
17-Mar-2026	<u>Explore Virginia's Largest Open-Air History Museum in Shenandoah Valley</u>	News Leader	88,227	\$816.10

Date	Headline	Source	Reach	AVE
10-Mar-2026	<u>Explore Woodrow Wilson's Legacy at Presidential Library and Museum</u>	News Leader	88,227	\$816.10
30-Mar-2026	<u>This Little-Known Train Ride in Virginia Is the Most Enchanting Experience You'll Ever Have</u>	Family Destinations Guide	1,196,112	\$11,064.04
06-Mar-2026	<u>10 Remote Virginia Restaurants Totally Worth the Long Drive</u>	Family Travel Forum	197,297	\$1,825.00
28-Mar-2026	<u>10 Iconic Virginia Dining Institutions Where Scoring a Table Requires Booking Weeks in Advance</u>	Family Travel Forum	197,297	\$1,825.00
09-Mar-2026	<u>Explore The Virginia Train Station That Became a Film Set for Multiple Classic Movies</u>	Family Travel Forum	197,297	\$1,825.00
22-Mar-2026	<u>The Elegant Virginia Parlor Car Where You Can Journey and Sightsee in First-Class Style</u>	Family Travel Forum	197,297	\$1,825.00
16-Mar-2026	<u>Staunton, Waynesboro Host Spring Concerts, Festivals and Workshops</u>	News Leader	88,227	\$816.10
15-Mar-2026	<u>This Modest Virginia Museum Is a Portal to An Incredibly Detailed World of Antique Cameras</u>	Family Travel Forum	197,297	\$1,825.00
04-Mar-2026	<u>Photos Of America's Prettiest Streets</u>	NewsBreak	16,621,169	\$153,745.81
05-Mar-2026	<u>Staunton's Historic Lawyers Row Building Transformed into New Hotel Suites</u>	News Leader	96,476	\$892.40
02-Mar-2026	<u>This Virginia Historical Museum Lets You Step Back in Time and Experience Early American Life</u>	Family Travel Forum	90,763	\$839.56
31-Mar-2026	<u>Seven Charlottesville Day Trips for Spring Break</u>	Charlottesville Family	5,861	\$54.21
18-Mar-2026	<u>9 More Family-Friendly Historical Day Trips Near Charlottesville</u>	Charlottesville Family	5,861	\$54.21
06-Mar-2026	<u>Top Family-Friendly Destinations in The Virginia 250 Passport</u>	Charlottesville Family	8,005	\$74.05
17-Mar-2026	<u>Why More Home Buyers Are Eyeing the Staunton and Waynesboro Corridor</u>	The Augusta Free Press	0	\$0.00
03-Mar-2026	<u>Explore Classical Music With 'A Local Touch'</u>	WHRO-FM	92,611	\$856.65
05-Mar-2026	<u>2026 Mountain Town Real Estate Report: Top U.S. Airbnb Income Markets Revealed</u>	NewsBreak	13,880,322	\$128,392.98
02-Mar-2026	<u>This Virginia Historical Museum Lets You Step Back in Time and Experience Early American Life</u>	MSN.com	99,756,141	\$922,744.30
04-Mar-2026	<u>The Stars of Virginia's Historic Garden Week 2026</u>	All For Gardening	0	\$0.00
06-Mar-2026	<u>Jimmy Fortune Returns to Staunton's July 4 Concert</u>	News Leader	88,227	\$816.10
24-Mar-2026	<u>Tidewater Current Bus Route to Begin East-West Service Through Henrico, Richmond</u>	Henrico Citizen	53,718	\$496.89
03-Mar-2026	<u>Explore Classical Music With 'A Local Touch'</u>	NewsBreak	16,621,169	\$153,745.81
03-Mar-2026	<u>This Tiny Town in Virginia Looks Like It Belongs in A Hallmark Movie</u>	NewsBreak	16,621,169	\$153,745.81
		TOTAL	208,353,669	\$1,927,271.45

Website Visitation

Website Traffic		
March 2025	March 2026	% Change
29,370 users	45,660 users	+55.5%
176 guide requests	103 visitor's guide requests	-41.5%

Top 10 Origin Markets and Visitor Spending

-February 2026-

Top Visitor Markets - Table ▾

Visitor Origin Market	% of Visitors ▾	Same time previous year
Roanoke-Lynchburg VA	17%	20%
Washington DC-Hagerstown MD	13%	14%
Richmond-Petersburg VA	11%	10%
Norfolk-Portsmouth-Newport News VA	7%	11%
New York NY	5%	3%
Philadelphia PA	3%	2%
Boston MA-Manchester NH	2%	2%
Harrisburg-Lancaster-Lebanon-York PA	2%	1%
Greenville-Spartanburg-Anderson SC-Asheville NC	2%	0.5%
Bluefield-Beckley-Oak Hill WV	2%	1%

Top Spend Markets - Table ▾

Visitor Origin Market	% of Visitor Spend ▾	Same time previous year
Washington DC-Hagerstown MD	21%	15%
Richmond-Petersburg VA	12%	13%
Roanoke-Lynchburg VA	9%	10%
Norfolk-Portsmouth-Newport News VA	8%	8%
New York NY	4%	2%
Wilkes Barre-Scranton PA	2%	1%
Harrisburg-Lancaster-Lebanon-York PA	2%	2%
Baltimore MD	2%	2%
Philadelphia PA	2%	1%
Raleigh-Durham-Fayetteville NC	2%	7%

Key Insights

Out-of-State Visitation Is Growing: 54% of visitors to the City of Staunton came from out of state, up from 49% during the same period last year. This is an encouraging trend, reflecting Staunton's growing appeal beyond Virginia's borders and its ability to attract travelers willing to make a longer journey to the destination.

Origin Markets — Regional Strength: Staunton's top visitor markets in February 2026 continue to be anchored by strong regional drive markets. Roanoke-Lynchburg led visitation at 17% of visitors, down from 20% the prior year. Washington DC-Hagerstown followed at 13%, consistent with the year prior, confirming it as a stable and reliable feeder market. Richmond-Petersburg represented 11% of visitors, up from 10% the prior year. Norfolk-Portsmouth-Newport News accounted for 7% of visitors, down from 9% the prior year. New York rounded out the top five at 5% of visitors.

Washington DC Leads Visitor Spending: When looking at where visitor spending comes from, Washington DC-Hagerstown ranked first at 21% of visitor spend, up from 15% the prior year — a meaningful jump that underscores the value of this market to Staunton's economy. Richmond-Petersburg came in second at 12%, down from 13%.

Roanoke-Lynchburg represented 9% of visitor spend, though this was down from 10% the prior year.

Food & Beverage, Retail and Accommodations Are Driving Visitor Activity: Food & Beverage remains the dominant category for both visitor time and spending. 41% of visitors engaged with Food & Beverage businesses, consistent with 45% the prior year. On the spending side, Food & Beverage captured 51% of visitor spend, up from 47% the prior year. Accommodations saw a notable increase in visitor engagement, rising to 16% of visitors from 14% the prior year — a gain that suggests more visitors are choosing to stay overnight in Staunton rather than visit as day-trippers. Retail visitation was 27%, flat over the prior year, as the city still faced setbacks from heavy ice storms.

Office on Youth

- Substance Abuse Prevention Educator and OOO Program Assistant positions were filled, and training began in March

Crime Control Programs

- Fourteen youth received detention alternative services.
- Nine youth completed *3rd Millennium Classroom* courses:
 - 3 participants THC 101
 - 1 participant Wellbeing 101
 - 2 participants Conflict Wise class
 - 1 participant Nicotine 101
 - 2 participants Respect & Resolve

Family Services

Area adults participated in the following parenting courses:

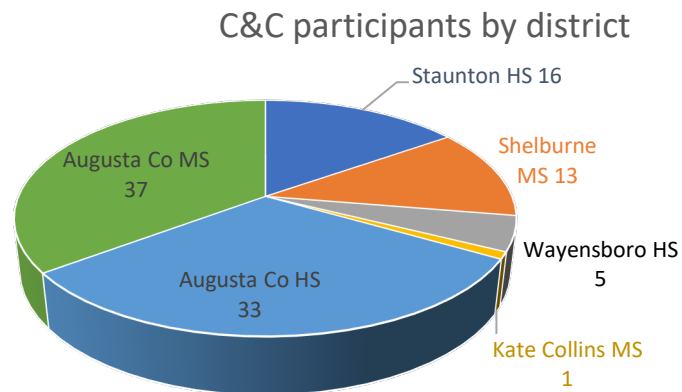
- Active Parenting – First 5 Years, 6
- Parenting and Divorce co-parenting program, 9
- Loving Solutions – Parent Project, Jr., 5
- Active Parenting, 10
- The Parent Project, 12
- Mom's Inc. at Middle River Regional Jail, 3
- Parent programming at WARM shelter, 4

Personal Responsibility Education Programs (PREP)

- Facilitated Family Life Education Shelburne Middle School March 9-13 for 93 sixth grade students, 68 seventh grade students, and 83 eighth grade students.

Truancy Prevention - Check and Connect

- Participants include 105 students from 14 schools



Community Outreach, Trainings, and Community Events

- Three staff attended *The Digital Age and Children's Brains* training at Blue Ridge Community College March 20.
- Four staff members participated in the Search Institute's *The State of Developmental Relationships* webinar March 25.
- Division Supervisor and Director facilitated OOH staff meeting March 31.