

City of Staunton

Activity Report Highlights



By the Numbers

Originally ordered in **2023**

Each engine has a **1500**gpm pump and can hold **750** gallons of water.

2013 and **2009** engines remain in reserve

SFD fleet consists of **7** apparatus

New Firetrucks on the Streets of Staunton

After a three-year wait, the Staunton Fire Department has welcomed two new 2026 Pierce Enforcer fire engines, strengthening the City's emergency response capabilities. The new apparatus replace aging equipment and ensure firefighters have the reliable tools they need when every second counts. "Investing in a new fire apparatus is an investment in lives," said Deputy Fire Chief Brian Butler. "Reliable, modern equipment gives firefighters the tools they need to respond safely, effectively, and without compromise." The new engines reflect Staunton's ongoing commitment to public safety and reliable service for the community.



June 2026

Dispatched Calls for Service*

Police	2,585↓
Fire & Rescue	358↓

Average Response Time month/year

Police	3'46"/4'07"
Fire & Rescue	4'53"/4'50"

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

SDDA Tiny Town Rundown

Scotty Tiernan, Events and Marketing Director for the Staunton Downtown Development Association, has taken community marketing to the next level. Through the "Tiny Town Rundown," he delivers quick video updates highlighting events and activities happening in Staunton, especially downtown, each weekend. Featured on Facebook, Instagram, and TikTok, the series showcases the energy, vibrancy, and charm of our very own "Tiny Town."



638 people had already registered and logged 344,987 minutes of reading by the end of June!



From the City Manager

Kaine visit to talk housing

U.S. Senator Tim Kaine recently met with local government leaders, housing partners including the Staunton Redevelopment & Housing Authority, to discuss efforts to expand affordable housing opportunities in Staunton. Thanks to the leadership of Senator Kaine and Senator Mark Warner, \$500,000 in Congressionally Directed Spending will help transform the former Dunsmore Business College on West Beverley into 15 affordable homes for seniors. SRHA describes the project as "a historic adaptive reuse at its best — preserving a piece of Staunton's story while creating dignified, quality housing for our neighbors who need it most." This project represents the power of partnership and a shared commitment to addressing one of the most pressing challenges facing communities today. Housing is a top-three issue in communities everywhere, including Staunton. By preserving existing spaces and creating new opportunities, this effort helps build a stronger future for our city.



New Street Construction Begins

Repairs on the New Street tunnel began on June 29. To maximize good weather and keep the overall project on schedule, crews have started work on the New Street location while they wait for off-site concrete structures to cure for the Byers Street tunnel. The Byers Street portion of the project should be completed by mid-September.



June 2026 Activity Report

Community Development

Key Construction Project Updates

Staunton Apartments II

Construction on the new apartment complex located at 1013 Seth Dr., consisting of eight buildings and 72 units, is now complete.

Columbia Gas

Construction of the new administrative headquarters is now complete at 102 Valley Centre Dr., totaling 22,355 square feet. A ribbon cutting is planned for July 23. *Pictured right: Columbia Gas new admin offices.*



CADENCE

Interior renovations are now complete on the 2,105 square foot space at 9 Technology Dr.

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 – 62 active sites with 139 inspections in June
- Commercial Construction – 13 active sites with 28 inspections in June



Environmental Programs Specialist Hunter Moore, attended a Chesapeake Bay Landscape Professional (CBLP)'s Crews Training at James Madison University on June 23. This training covered stormwater BMP maintenance and identifying native / invasive plants. *Pictured left: Attendees at the CBLP Training.*

Planning & Zoning Division

Planning Commission

At its June 18 meeting, the Planning Commission recommended approval of a request from Willam “Ken” McAllister to rezone 1110 Churchville Ave. from B-1, Local Business,

to R-3, Medium Density Residential. The property has been identified by staff for potential rezoning to residential during two previous mass rezoning initiatives; however, the owner at the time requested to remove the property from the rezoning list each time. Now that Mr. McAllister has acquired the property, he has requested the rezoning to residential. The Commission also considered two zoning code amendments. First, was an amendment to allow accessory dwelling units (ADU's) in all zoning districts where single-family dwellings are permitted. This amendment was proposed by staff to comply with a change in state law, taking effect July 1, 2027, which will require ADUs to be permitted anywhere that single-family homes are permitted. Second, was a request by Oliver Dahl to amend the special sign regulations for the Downtown Business Area. The amendment would make the special sign regulations effective for any property in a historic district and would remove the special sign regulations for any property outside of the historic districts. This would resolve a long-standing conflict between sign regulations for properties on N Central Avenue, N Lewis Street, and W Beverley St west of Lewis Street.

Staff Attended Regional Lighting Meeting

Director of Community Development Rodney Rhodes, and Planning Manager Tim Hartless, attended a meeting about best practices for lighting standards hosted by the Virginia Association of Zoning Officials, Region 3, on June 25. The four-hour session explored the causes and community impacts of light pollution, introducing key principles for responsible outdoor lighting. Presentations covered local responsibilities for lighting regulations — including safety, pedestrian needs, and lighting saturation — as well as practical strategies for developing lighting ordinances.

Comprehensive Plan Update

The **Staunton 2045 Comprehensive Plan** continues to move forward, thanks to the valuable engagement of Staunton community and local leaders. Staff met with the Comprehensive Plan Steering Committee on June 24 to discuss final updates to the plan, incorporating feedback from the City Council Work Session and online public comment. Pending a final recommendation from the committee at their next July 16 meeting, a public hearing on the plan will be held at the August Planning Commission meeting on August 20.

Building Division



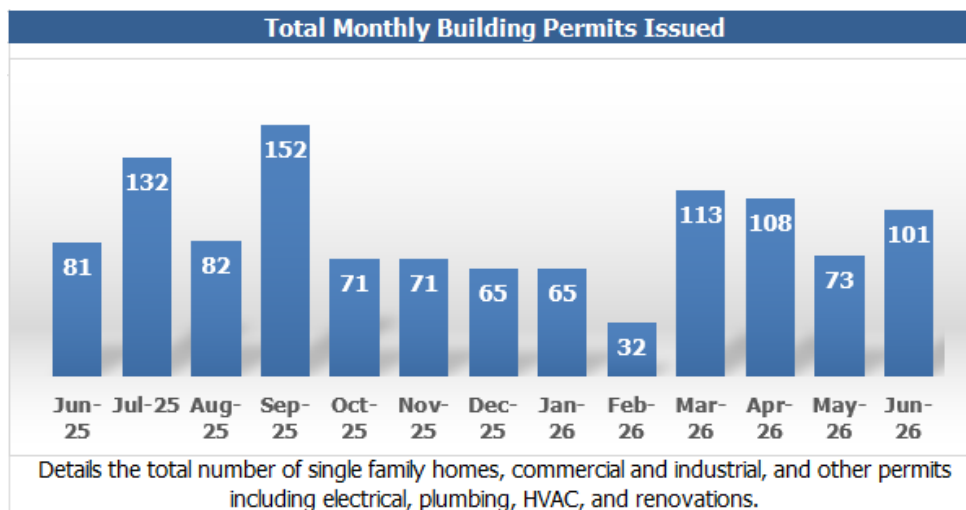
Retirement of Longtime Building Official John Glover; David Smithgall Named as Successor

After more than three decades of dedicated service to the City of Staunton, Building Official John Glover officially retired on June 30. A cornerstone of the Community Development Department since 1995, Glover built a legacy of collaborative problem-solving, playing a pivotal role in historic adaptive reuse projects like the Blackfriars Playhouse and spearheading the city's critical flood mitigation efforts following the 2020 floods. Committed to mentorship and ensuring a seamless transition, Glover passes the

baton to his successor, David Smithgall, a 10-year city veteran who officially assumed the role of Building Official on July 1.

Building Construction and Related Activity

Permits Issued	Jun-26	Jun-25	# Chg	% Chg
New Residential	15	2	13	650.0%
Residential Renovations	14	9	5	55.6%
Electrical Permits	23	43	-20	-46.5%
Mechanical Permits	23	6	17	283.3%
Plumbing Permits	21	11	10	90.9%
Commercial New-Renovations	2	7	-5	-71.4%
Miscellaneous	3	3	0	0.0%
Total	101	81	20	24.7%



Economic Development

Business Retention and Expansion (BRE) Efforts

Assistant Director of Economic Development Jessica Blythe joined a Staunton Black Business Collective stakeholders call on June 2 and also the SDDA Economic Vitality meeting. Ms. Blythe attended the Staunton West End Business Alliance meeting on June 9 bringing updates on Enterprise Zone applications as well as discussing updates related to the Farmers' Market's new location. Ms. Blythe also delivered a presentation to Future Presidents, a camp held by Woodrow Wilson Presidential Library, on June 11.

Wharf District coordination continued with a Stakeholders Meeting on June 3. The team met with the Police Department on June 10 to plan for public safety and access needs during upcoming tunnel construction. Deputy City Manager/Director of Economic

Development Amanda DiMeo attended an on-site walkthrough for the Happy Birthday America event on June 22 to assess staging and logistics.

Grant administration included a June 3 meeting with the Finance Department to establish the reimbursement procedure for approved grant awards under the restructured Enterprise Zone program as well as the Wharf Marketing Support program.

Brownfields & Adaptive Reuse

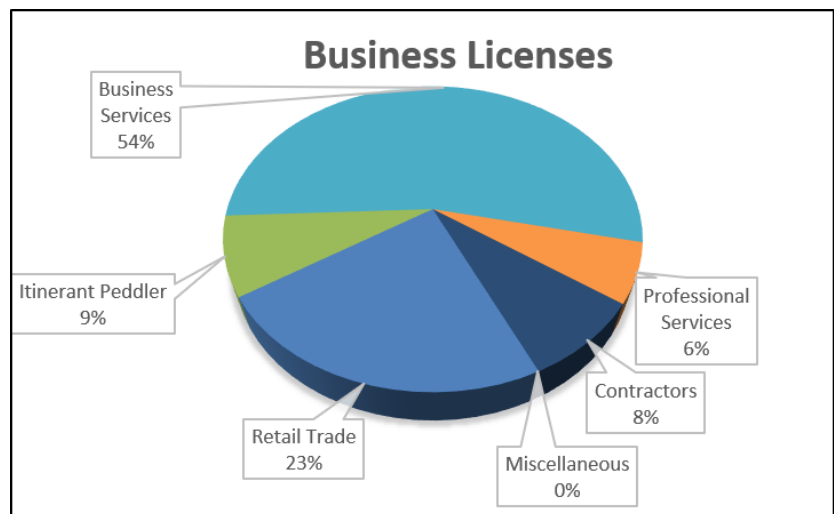
June marked the culmination of months of preparation with the Virginia Brownfields Conference, hosted locally June 8–10. Ms. Blythe and Ms. DiMeo led a Brownfields Walking Tour for conference attendees on June 8, followed by full participation in the conference proceedings on June 9.

Business License Activity

During the month of June, the Commissioner of Revenue's office issued 48 new business licenses, compared to 37 the previous month (May), representing a 29.7% increase month over month. This month a year ago, 30 new business licenses were issued, representing an increase of 60%.

The Business Services sector accounted for 54% of the total licenses issued in June. Retail Trade accounted for 23%, Contractors accounted for 8%, Professional Services accounted for 6%, and Itinerant Peddlers accounted for 9%.

Year to date licenses issued: 251
Licenses issued previous year for same period: 184
36.41% increase year over year



Unemployment Data

In May, Staunton's unemployment rate of **3.1%** increased by **.1%** in comparison to the previous month. Staunton's rate is **lower** than the State's rate of **3.6%**. With a labor force of **13,249**, Staunton had **12,834** employed and **415** unemployed in **May 2026**.

Finance

- The department issued 7,271 utility bills and general bills totaling \$1,434,708 during June.
- Collection activities in June resulted in the recovery of \$7,347 in delinquent utility invoices.

- The Utility Payment Office processed 3,220 receipts in the amount of \$687,085 during June.
- The department processed 541 City and 213 School accounts payable checks totaling \$6,222,115 and 80 ACH debit/wire transactions totaling \$1,778,835 during June.
- Payroll processed 926 City and 597 Schools payroll-related advices totaling \$4,935,104.
- The department issued an Invitation for Bid (IFB) for City Parks and Recreation Facility Improvements on behalf of the Parks and Recreation Department. Bids were received on June 2.
- The department assisted the Public Works Department in issuing an IFB for the Health Department Roof Replacement Project. Bids were received on May 12. The project was awarded to S.G. Young Contracting, LLC on June 6.
- The department issued a Request for Proposal (RFP) for a Utility Rate Study. Proposals were accepted on April 30. The project was awarded to New Gen Strategies and Solutions on June 16.
- The Finance department completed year end processes including physical inventory counts, accounts receivable reconciliation, and general billing reconciliation.

Fire & Rescue

- Staunton Fire and Rescue responded to 358 incidents in June, with an average response time of 4 minutes and 53 seconds. The average response time for the year is 4 minutes and 50 seconds.
- Staff received over 821 hours of training for the month.
- Staff conducted 19 business fire safety inspections and 13 re-inspections in June.
- After a three-year wait, the department took delivery of two new pumpers.
- Firefighter Savannah King served as an instructor for the Camp L.I.T. program, an all-girls day camp for ages 14-16 who want to learn what it takes to become a firefighter.
- Each shift toured the new Columbia Gas Operations Center on Valley Center Drive as part of better familiarizing themselves in the event of a fire.

- Deputy Chief Adam Dolan and Firefighter Devin Davis graduated from the Virginia Chief Officer Academy and Virginia Fire Officer Academy, respectively. Both are week-long academies hosted at the University of Richmond. The academies focus on preparing students with vital knowledge and skills to further excel in their positions.
- Deputy Chief Dolan and Engine 2 crew conducted fire extinguisher training for staff and residents of Gypsy Hill House at 500 C St.
- Station 1 hosted a group of students from the Woodrow Wilson Presidential Library for a fire safety talk and tour of the station.
- During June, the department installed 21 smoke detectors and 2 hearing-impaired detectors.
- Ladder 1 crew spoke with a group of 32 students at Anna's House on fire safety.
- The Fire Marshal's Office reviewed two final site plans, one final sprinkler inspection, two fire line hydro inspections, one blasting permit inspection, and inspected five firework sales displays.



Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time—2

Part Time/Seasonal—2

Hired:

Full Time—8

Part Time—4

Retired—1

Activities

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

Recruitment:

- Initiated recruitment for the following positions:
 - Equipment Operator II – Streets
 - Equipment Operator I – Streets
 - Deputy Sheriff

- Director of Public Works
- Maintenance Worker – Traffic Control
- Utility Service Clerk
- Part-time Recycling Attendant
- Continued recruitment for the following positions:
 - Probation Officer - BRCS
 - Accounting Technician I – Utility Collections
 - Full-time Custodian – Public Works
 - Public Safety Dispatcher

Orientations:

Conducted orientations for eight new full-time employees.

Information Technology

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

- Continued after-go-live support for Tyler EPL (electronic permitting). Additional reports have been created and general troubleshooting.
- Work started on replacement workstations for Library public access workstations. All 11 workstations should be replaced in July.
- Upgraded over 160 cell phones with newer devices. The upgrade involved provisioning new phones and migrating data and applications. Several wireless devices were migrated to a more efficient data plan.
- General IT support including system updates and patching and Windows Server upgrades on several systems.
- Network wiring for the new Blue Ridge Court Services offices should commence in July. Network hardware, cameras, access controls and access points have been ordered.
- Resolved a long-standing issue with a mobile device application for the Police Department.
- Completed setup of wi-fi at the SAW Range.

Library



The library kicked off its annual Summer Reading Program on June 1 at Gypsy Hill Park. The Hot Mamas provided family-friendly entertainment while staff signed up participants for this year's program and painted kids' faces. More than 100 people attended.

This year's Summer Reading Program theme is Unearth a Story, focusing on dinosaurs, archaeology, gardening, and more. By the end of June, 638 people had already registered and logged 344,987 minutes of reading! Summer reading runs through July 31 and encourages families and readers of all ages to engage in literacy activities between school years.

Displays included a mycology display by Chris and Vicki Vasher from Enchanted Nature and paintings by Billie Rosenberger.

Special programs included:

- Dinosaur Art Contest
- Dino Dig and Let's Make a Fossil programs with the Virginia Museum of Natural History
- Unearth a Story Tween Book Club
- Recurring Unearth a Story Activities for Teens: Gardens, Dinosaurs and Ancient Egypt
- Dino Dress-Up
- Sewing Needle Tin workshop with the Staunton Makerspace
- Community Gear Library orientation sessions for the outdoor equipment collection



Outreach events included:

- Bears and Blankets
- Shop and Dine Out with the Shenandoah LGBTQ Center
- Brookdale
- Aviva Baldwin Park
- Willow View Terrace Apartments
- Farrier Court Apartments



Library Statistical Report: June 2026

CIRCULATION	Month	YTD		SERVICES	Month	YTD
Adult	17,175	199,039		ILLs Borrowed	17	167
Young Adult (YA)	1,546	16,544		ILLs Lent	0	0
Juvenile	14,748	161,362		Proctoring/Book-a-Librarians	10	61
Digital	12,194	82,512				
Total Circulation	45,663	459,457		PROGRAMS		
Talking Book Center Circulation	1,967	19,134		Adult	16	177
				Attendance	209	2,657
Items Checked In	20,879	216,737		YA	8	62
				Attendance	77	11,125
Outgoing to VLC Libraries	1,670	19,617		Juvenile	40	424
Incoming from VLC Libraries	1,508	16,641		Attendance	876	19,306
Total Holds Filled	4,882	54,191		General	1	7
				Attendance	120	621
Added to Collection	809	14,617				
Withdrawn from Collection	2,522	9,875		PEOPLE		
				Library Visits	14,313	159,414
Database Use/Sessions	1,029	43,256		Curbside Visits	10	150
				Computer Users	740	8,021
				Juvenile Computer Users	1,777	18,406
				Meetings Held	11	227
				Volunteer Hours	147	1,513
				New Card Registrations	205	2,002
				Total Registered Cards		16,676

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Planted, mulched and watered summer beds
- Completed first fertilizer application on beds and began watering and summer care.
- Performed clean up and mulching for all Montgomery Hall Park plantings around the Irene Givens Administrative building and historic signs in preparation for Juneteenth Celebration.
- July 4 preparation included:
 - Pruning and cleaning Gypsy Hill Park east entry bed
 - Pruning Churchville Avenue hedges, forsythia adjacent to National Guard Armory, shrubs in bandstand area, and low limbs from trees at the Duck Pond area

Maintenance

Park Maintenance completed the following duties:

- Assisted with Juneteenth Celebration, provided maintenance support and a shuttle for this event
- Performed maintenance on all Staunton High School athletic fields
- Mowing continued in both Gypsy Hill, Montgomery Hall and all satellite areas
- Completed Playground safety inspections in both Montgomery Hall and Gypsy Hill Park.
- Worked with a contractor to replace porches at both the Garden Center in Gypsy Hill Park and the Irene Givens Administration Building in Montgomery Hall Park
- Painted the new porches
- Provided maintenance support for Happy Birthday America
- Continued field maintenance for summer sports

Community Outreach

Staff engaged in the following community outreach activities:

- Camp Staunton is underway with both the Gypsy Hill Gymnasium and Garden Center sites at full capacity
- Assisted Kiwanis Youth Baseball with a family night/movie held at Jerry May Field
- Held Family Night at the bandstand, activities were provided and a movie was shown on the large inflatable movie screen
- Planning is underway for Adapted Field Day event to be held in October in Gypsy Hill Park.
- Scheduled Programs for the month of June:
 - Japanese Swordsmanship
 - Gypsy Hill Pool Lap Swim
 - Adult co-ed softball league
 - Adult co-ed soccer league
 - Red Cross Blood Drive

- Learn to Swim program
- 2nd annual Big Dill Pickleball Tournament
- Play All Day event
- Fit Fridays
- Scuba Diving Class
- Little Stony Man hike
- Parent Child Rock Climbing

Police

- The Police Department's annual accreditation web-based assessment was conducted during June; no issues were identified.
- Commonwealth's Attorney John Baber provided updates of the new laws to all sworn personnel.
- The E-911 Center received 4,129 calls during the month, including 1,249 9-1-1 calls and 10 text-to 9-1-1.
- Police personnel responded to 2,585 incidents during the month, including 1,462 citizen calls for service, 560 officer-initiated activities, 218 administrative calls, and 345 directed patrols.
- The average response time for police emergency calls for service during the month was 3 minutes and 46 seconds; it was 4 minutes and 7 seconds for the year.

Public Works



Employee Spotlight – Joesette Huffman

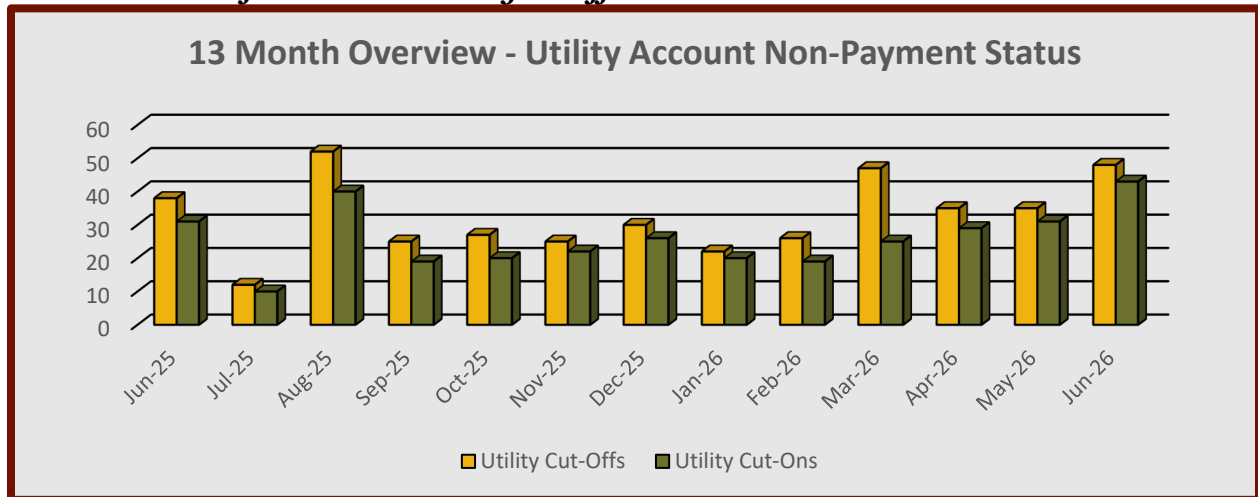
This month's spotlight features Joesette Huffman, Public Works Office Manager. Ms. Huffman has been with the city for three years, beginning as Utility Service Clerk in 2023. She was promoted to Office Manager in 2025 and has been an integral part of our entire department throughout her tenure here. Her efforts have included developing and implementing new ideas as well as streamlining many of Public Works' day-to-day functions, collectively making life easier for all of Public Works, and by extension, other city departments, customers, and citizens. Ms. Huffman's outstanding service and steadfast commitment have been instrumental in the overall success of the Public Works Department.

Administration Division

The utility office established 34 new owner accounts, 22 new residential rental accounts, and 2 new commercial accounts. The office collected \$271,419 in payments. A total of 48 accounts were cut off for non-payment. Of those cut off, 43 were reconnected after payments were made or a payment plan established.

The Administration Division welcomes Rachel Bolick as part-time Utility Clerk.

Featured Chart of the Month: Utility Cutoffs



Having implemented new pre-notification procedures for utility cutoffs more than two years ago, the number of actual cutoffs declined significantly. The average number of cutoffs previously averaged over 120 per month, but have averaged only 30 per month over the past two years. As indicated by the chart above, the reconnection rate after payment is approximately 80%, while the remaining 20% is most often comprised of the temporary closing of accounts (vacating accounts) when residences move to a new location. Collectively, this reflects an improvement in the prompt payment of open accounts.

Engineering Division

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

Johnson, Byers, & New Street Tunnel Repairs Project

The foundation and concrete stem wall on the north side of Byers Street were poured, and the surrounding area prepared for delivery of the precast upper sections, currently scheduled for later in July. Pending suitable weather, the Byers Street work area is anticipated to be completed by mid-September, after which the work will shift over to the Johnson Street work area. Due to work progressing ahead of schedule on Byers Street, the contractor was able to mobilize at the end of June to the



New Street project area. This work will continue into the fall, concurrent with the work in other areas.

City Of Staunton Park Facilities Improvements

Bids for the Park Facilities Improvements project were opened on June 2. Two bids were received, with the apparent low bidder being Nielsen Builders at \$1,917,540 (including the additive bid item). The project includes Gypsy Hill Park Restroom Renovations, Montgomery Hall Park Restrooms & Pool House Improvements, and Gypsy Hill Park Pumphouse Renovations (additive bid item). The contract documents were reviewed and are anticipated to be executed in July.

Beverley Street Demonstration Project

Throughout the month of June, East Beverley Street had a temporary new look between Augusta Street and Market Street. The temporary project utilized the outside (right-hand) travel lane, which was closed to vehicle traffic to give greater space to pedestrians. To ensure a safe, comfortable experience, Public Works installed the temporary delineator posts to separate the expanded sidewalk area from traffic.

A \$6,000 grant to the city by the Virginia Department of Health for the Virginia Walkability Action Institute paid for materials assembled by staff and volunteers and placed into the space, which included benches, planters, delineators, bike racks, and artificial turf. Each block also included a 60-foot delivery zone at the middle of the block.

All accessories associated with the demonstration project were removed at the end of the month and the two blocks returned to their previous look. Survey and other feedback opportunities were available to the community, and the results are currently being reviewed and analyzed by staff.



Operations Division

After spending more than 18 years with the city school system, most recently serving as Director of Operations, Earl McCray was selected as the new Operations Superintendent

here at Public Works. The Operations Division also welcomes two additional new employees: Jacob Dedrick as Traffic Signal Technician and Adam Sprouse as Traffic Maintenance Worker.

Street crews stayed busy throughout June with mowing and clearing city Rights-of-Way (ROW), street patching, and street sweeping.

The city's pavement marking contractor continues to paint traffic control markings throughout the city.

Refuse and Facilities Division

The recycling center received a total of 4,507 visitors for June.

The new boiler unit for the Cochran Judicial Center was installed by a contractor and with assistance from Building Maintenance staff.

The Refuse and Facilities Division welcomes Bruce Smiley as City Plumber in Building Maintenance.

Utilities Division

Utility field crews repaired one water main break, one water service break, four meters, and one sewer main. Crews responded to three sewer main blockages and eight sewer lateral blockages. They also installed eight new water service connections and six new sewer connections. Utilities staff responded to 527 VA811 locate tickets.

Utility staff from Technical Services, water plant, and field crews drained and cleaned the sludge pits at the water plant.

Tourism

Activities:

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

- Staunton blog promotions featured Bears, Birds, and Bike Trails: Where to Find them in Staunton's Great Outdoors (6/4), Stories Sewn into a Seam: "Remember the Ladies" Special Exhibit Opens at Woodrow Wilson Presidential Library & Museum (Guest Blog, 6/11), A Summer of History and Heritage (6/18)
- The U is Silent; We Aren't podcast featured It's Your Turn: Why Communities Need People Who Show Up (Tony Davenport) and The Ingredients of Grit (Chef Laura Fonner)
- Virginia Scenic Railway hosted the 611 Steam engine for two weekends out of the downtown Staunton Station
- Virginia Brownfields held their Annual Conference in Staunton

- Sales & Marketing Manager Sheena Logan, attended VSAE conference in Williamsburg to meet with meeting planners and association executives
- Provided welcome packets to Heifetz' 280 students, staff, and faculty members
- Presented the work of Tourism to WWPL's Future Presidents of America
- Shipped Step Off the Bus; Step Into Your Story recruitment boxes to 30 potential motorcoach clients
- Sheena Logan met with several dozen motorcoach operators at the Pennsylvania Motorcoach Association's Marketplace

Public Relations

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

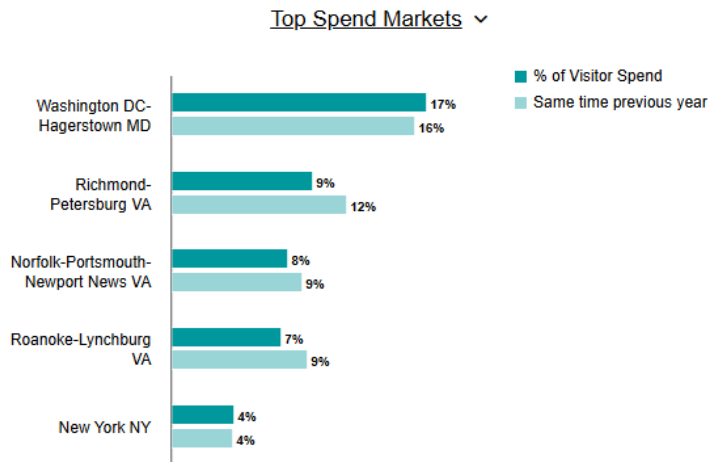
Date	Headline	Source Name	Reach	AVE
Jun 8	15 Unforgettable Places to Celebrate America's 250th Birthday	USA Today	50,374,516	\$465,964.27
Jun 1	Staunton Arts Scene Heats Up with New Exhibits and Music	Yahoo! Entertainment	29,696,738	\$274,694.83
Jun 9	10 Rural Towns Experiencing Surprising Economic Revivals	AOL	29,688,912	\$274,622.44
Jun 1	9 Small American Cities That Prove Expensive Weekend Getaways Are No Longer Worth It	NewsBreak	13,350,906	\$123,495.88
Jun 5	10 Breathtaking Blue Ridge Mountain Towns to Retire on Nothing but Social Security	FinanceBuzz	12,798,798	\$118,388.88
Jun 14	Here Are 10 Of the Most Jaw-Droppingly Beautiful Small Towns in Virginia	Family Destinations Guide	1,432,979	\$13,255.06
Jun 13	The Underrated Virginia Town That Foodies Are Quietly Obsessing Over	Family Destinations Guide	1,432,979	\$13,255.06
Jun 9	Full Steam Ahead: The N&W 611 Is Chugging into Louisa County	WWBT	716,292	\$6,625.70
Jun 29	Through The Viewfinder: Cameras Through Time	LancasterOnline	528,476	\$4,888.40
Jun 22	News Photo: 611 On the Move	Trains	477,715	\$4,418.86
Jun 28	'Summer Of Steam' Excursions Draw Visitors, Boost Louisa Businesses	WHSV-TV	397,386	\$3,675.82
Jun 11	Norfolk & Western 611 Steam Locomotive Returns to Virginia Rails for America's 250th Anniversary	WHSV-TV	397,386	\$3,675.82
Jun 29	10 Storybook Small Towns in Virginia That Will Charm Your Socks Off	Family Travel Forum	355,193	\$3,285.54

Date	Headline	Source Name	Reach	AVE
Jun 28	‘Summer Of Steam’ Excursions Draw Visitors, Boost Louisa Businesses	WVIR	203,724	\$1,884.45
Jun 11	Norfolk And Western 611 Steam Locomotive Visits Staunton	WVIR	203,724	\$1,884.45
Jun 15	‘Cadillac Of Steam’ Engines Comes Out of Retirement, Tours Virginia for America’s 250th	The Roanoke Times	171,471	\$1,586.11
Jun 8	15 Unforgettable Places to Celebrate America’s 250th Birthday	The Post-Crescent	161,842	\$1,497.04
Jun 4	Arcadia Project Working to Re-open Historic Staunton Theater by Next Year	WHRO-FM	128,240	\$1,186.22
Jun 25	Historic 611 Steam Locomotive Rolls Down Virginia Rails	WHRO-FM	109,152	\$1,009.66
Jun 11	Gay 1920s-era Hollywood Star to Be Honored in Staunton, Va.	Washington Blade	87,861	\$812.71
Jun 26	The "Queen of Steam" 611 Locomotive Rides Again	WVTF-FM & RADIO IQ	86,562	\$800.70
Jun 5	Staunton's Happy Birthday America 2026 Just Around the Corner	News Leader	70,766	\$654.59
Jun 5	Frontier Culture Museum Hosts Historic July 4 Event	News Leader	70,766	\$654.59
Jun 16	Norfolk & Western Historic 611 Steam Engine Is Back in Staunton	News Leader	66,934	\$619.14
Jun 16	Heifetz Institute Stays at Mary Baldwin for Summer	News Leader	66,934	\$619.14
Jun 11	N&W 611 Steam Engine Arrives in Staunton for Summer of Steam	News Leader	66,934	\$619.14
Jun 22	Red Wing Roots Music Festival Fosters Community, Collaboration	Daily News-Record	57,225	\$529.33
Jun 3	Scenic Railroad Prepares For ‘Summer of Steam’	Daily News-Record	48,802	\$451.42
Jun 3	Scenic Railroad Prepares For ‘Summer of Steam’	The Northern Virginia Daily	43,951	\$406.55
Jun 1	Norfolk & Western 611 Gets Patriotic Makeover For ‘Summer of Steam’	Railfan & Railroad	41,163	\$380.76
Jun 25	Historic 611 Steam Locomotive Rolls Down Virginia Rails	WMRA-FM	16,330	\$151.05
Jun 4	Arcadia Project Working to Re-open Historic Staunton Theater by Next Year	WMRA-FM	15,773	\$145.90
Total			143,366,430	\$1,326,139.51

Website Visitation

June 2025	June 2026	% Change
38,154 users	50,227 users	+31.6%
189 guide requests	131 visitor's guide requests	-30.7%

May 2026 Visitor Spending



Share of spending from visitors

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

16%

13% Same time previous year | 3% Difference

% of Retail Spend from Visitors

11%

7% Same time previous year | 4% Difference

% of Arts, Entertainment & Attractions Spend from Visitors

43%

12% Same time previous year | 31% Difference

Restaurant Avg. Daily Visitor Spend

\$55

\$49 Same time previous year | \$6 Difference

Retail Avg. Daily Visitor Spend

\$84

\$97 Same time previous year | \$-12 Difference

Arts, Entertainment & Attractions Avg. Daily Visitor Spend

\$147

\$41 Same time previous year | \$106 Difference

Key Insights

Out-of-State Visitation is Growing

In May 2026, 53% of visitors to Staunton came from out of state, up from 44% during the same period in 2025, an 8-percentage-point increase year over year. This tells us that Staunton's draw is expanding well beyond its immediate regional footprint, attracting travelers from farther away who are making a deliberate choice to visit.

Visitor Spending is Up

Two meaningful spending indicators moved in the right direction compared to May 2025. The share of all spending attributed to visitors rose from 12% to 16%, and the average daily visitor spend increased from \$43 to \$48, a \$5 gain year over year. The share of visitor spend going to local businesses also grew from 22% to 25%, indicating that visitors are increasingly choosing to support Staunton's local economy rather than national chains. Food & Beverage continues to lead both visitation activity (40%) and visitor spending (44%), consistent with the prior year, reinforcing Staunton's culinary appeal as a key driver.

Origin Markets Show Regional Strength

Staunton's top visitor markets remain anchored in the Mid-Atlantic and Virginia regions. Washington DC-Hagerstown MD continues to lead as the top origin market, holding steady at 16% of visitors year over year. Richmond-Petersburg VA comes in second at 13%, up from 12% the prior year. Roanoke-Lynchburg VA was at 12%, while Norfolk-Portsmouth-Newport News VA contributed 10% of visitors. New York NY, at 5%, rounds out the top five.

Accommodation Markets Reflect Overnight Opportunity

While Hotel occupancy was flat YoY, revenue was up 5.4%. Short-term rental occupancy increased 9.6% and revenue 18.7% YoY. Looking at which markets are most represented among accommodation visitors, Washington DC-Hagerstown MD leads at 10% (down from 14% in the prior year), which is worth monitoring. Norfolk-Portsmouth-Newport News VA held at 9%, and Richmond-Petersburg VA came in at 9% as well. New York NY represented 6% of accommodation visitors, up from 4% the prior year, a positive signal that longer-distance visitors are choosing to stay overnight.

What This Means

The May 2026 data paints a positive picture for Staunton's tourism economy. Out-of-state visitation is growing, visitors are spending more per day, and a greater portion of that spending is flowing to local businesses. Staunton is performing well with its core regional markets while also beginning to see meaningful engagement from higher-value, longer-distance travelers like those from New York. The accommodation data reflects a continued opportunity to convert more regional visitors into overnight guests, particularly from Washington, DC, which has historically been a strong feeder market for hotel stays.

Office on Youth

Crime Control Programs

- Six youth received detention alternative services.
- Five youth completed 15 courses of *3rd Millennium Classrooms*.

Parenting Programs

- Local adults participated in the following classes:
 - Active Parenting – First 5 years, 9

- Parenting and Divorce co-parenting program, 9
 - Active Parenting, 11
 - ProFathering¹⁵, 2
- Family Services Coordinator and Program Supervisor held a Co-Parenting session at Cold Springs Correctional Unit June 4.
 - Family Services Coordinator completed Parent Project training June 1 – 17.

Substance Abuse Prevention

- Coordinator completed *SAFETalk Suicide Prevention training* through Valley Community Services Board June 11.
- Coordinator attended *Virginia Recovery Conference* hosted by the Virginia Opioid Abatement Authority in Roanoke, June 15 -17.

Personal Responsibility Education Programs (PREP)

- Two Staff Completed Rutgers Puberty and Adolescence Development Training

Truancy Prevention - Check and Connect

- Program Assistant completed Check and Connect mentor training May 2 and *SAFETalk Suicide Prevention training* through Valley Community Services Board June 11.
- Staff sponsored a bowling event for Check and Connect Mentees at Staunton Lanes June 28.

Community Outreach

- Director and two staff attended the Augusta County Courthouse ribbon cutting ceremony June 3.

Staunton Downtown Development Association¹

In June, the SDDA's downtown flower baskets fully bloomed, bringing vibrant color to Beverley Street and beyond. The Tiny Town Rundown videos continued to rack up views and build momentum for downtown businesses and events. Plus, we held a community Meet and Greet with Executive Director Adam Greenbaum at *Ciders from Mars*, where we enjoyed chatting with business owners and residents and drank some great cider.

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.

