

CITY OF STAUNTON

ACTIVITY REPORT HIGHLIGHTS



By the Numbers

Current GHP Pool House is **67**-years-old

New pool house has **3,501** square feet of covered space

10 month construction process

GHP pool had **18,108** swimmers in 2025

New Pool House to Open May 2026

The City of Staunton is beginning construction on a new pool house at the Gypsy Hill Park Pool, a major project that will modernize facilities and improve accessibility for all visitors. Demolition of the 1958 structure began late August, with completion anticipated in May 2026, just in time for the summer pool season. The new single-story design will provide ground-level access, individual, unisex restrooms, expanded storage, and improved concessions. City leaders note the project addresses longstanding structural and accessibility challenges while ensuring the pool remains a vital community asset for recreation, family gatherings, and water safety programs for years to come.



July 2025

Dispatched Calls for Service*

Police	2,740 ↑
Fire & Rescue	370 ↑

Average Response Time month/year

Police	3'46"/3'54"
Fire & Rescue	4'55"/4'58"

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

New Partnership in Progress

The Community Gear Library and the library will adopt an agreement to circulate a collection of outdoor equipment. The gear collection, such as tents, hiking poles, and more, is meant to help remove financial barriers to recreation and will be loaned out through the library's system. It will be maintained by Community Gear and their volunteers. This project is currently in the fundraising stage.

Award-Winning Float

SDDA participated in the Happy Birthday America July 4 Parade, winning in the "Glorious & Grand" category for a "show-stopping float [that] stood tall with elaborate design and an undeniable 'wow' factor."



Our Community Comes Together

I am extremely proud of the way our city staff and community came together during our recent boil water advisory response. Our Public Works team worked around the clock, putting in overnight hours to repair the water main and expedite testing. Our Fire Department went door-to-door to businesses, ensuring everyone received critical information. What truly moved me was seeing our entire community rally together. High school students volunteered alongside city employees from multiple departments to distribute water. Walmart and Molson Coors stepped up with generous donations. Staff from across all city departments pitched in wherever needed. During what could have been a stressful situation, our community showed its true character. Our residents were patient, our staff rose to every challenge, and local partners demonstrated the collaborative spirit that makes the Shenandoah Valley special.



Sound the Alarms - It's Splash Time!

One of the final events for the kids in Camp Staunton is the Truck Splash with the Fire Department's Ladder #1. On a hot day in August, Camp Staunton children don their swimsuits and have fun running around in cool water, straight from the truck!



July 2025 Activity Report

Community Development

Key Construction Project Updates

Wawa



Significant construction progress was made in July on the new Wawa at 1031 Richmond Ave. Framing and rough in inspections were scheduled. Wawa is expected to open on October 16 according to the company.

Pictured left: Signage and building for the new Wawa.

Staunton Apartments II

Construction is advancing at the new 72-unit, 8-building apartment complex at 1013 Seth Dr. One building has received its full Certificate of Occupancy and three others have temporary occupancy. The remaining structures are now moving through various stages of the inspection process, with some scheduling final inspections while the newest buildings are just beginning with footer inspections.

Pictured right: Future site of new apartments at Staunton Apartments II.



Reports

Welcome to Our New Building Inspectors!

The Community Development Department is pleased to welcome Blake Sherman and Nate Burkholder to our team as the city's newest Building Inspectors. Blake and Nate will play a vital role in ensuring construction in Staunton is safe and up to code. Their responsibilities include reviewing plans and conducting inspections for everything from new homes and commercial buildings to decks and renovations. By verifying that all work meets state and local building codes, they help ensure the safety and structural integrity of buildings throughout our community.

Environmental 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 – 38 active sites with 101 inspections in July
- Commercial Construction – 17 active sites with 56 inspections in July

Planning Commission

At its July 17 meeting, the Planning Commission recommended approval of Special Use Permits to allow ground-floor living quarters at two locations: 5 E Frederick St., for a new residential unit, and 950 W Beverley St., for use as a single-family home. The Commission also recommended approval of an amendment to the City's Capital Improvements Plan to include a sidewalk project on N Augusta Street.

Housing Planning and Grants Coordination

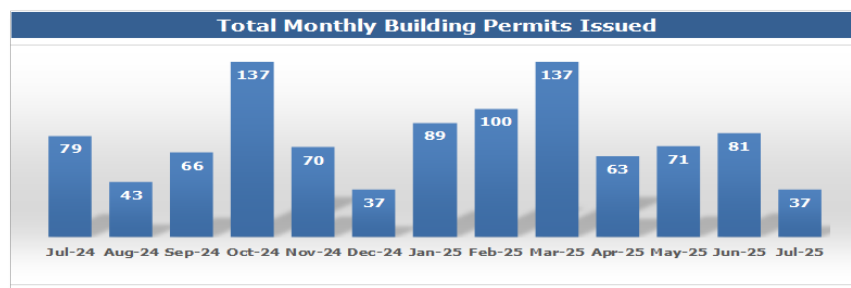
Staunton City Council adopted the FY2025 Annual Action Plan (AAP) for the yearly Community Development Block Grant (CDBG) funds it receives from the U.S. Department of Housing and Urban Development (HUD) on July 24. As part of the AAP process, Public Hearings were held on May 27 and June 24 to give citizens and stakeholders the opportunity to comment on community needs and then the draft plan. In August, the AAP will be submitted to HUD for approval. When HUD issues approval of the Annual Action Plan, the City will receive \$317,797 in FY2025 CDBG funds that benefit people with low-to-moderate incomes in our community. More information about the City's CDBG program can be found [here](#).

Comprehensive Plan Update: The Next Steps

The process to update the city's Comprehensive Plan is moving into its next phase. While the Steering Committee did not meet in July, it will reconvene this August to finalize the plan's goals and begin updating the future land use map. Looking ahead, stakeholder groups will meet again in early fall to provide input. Please stay tuned for an announcement about a final community-wide workshop to be held this November, where residents can review portions of the draft plan.

Building Construction and Related Activity

Permits Issued	Jul-25	Jul-24	# Chg	% Chg
New Residential	15	4	11	275.0%
Residential Renovations	4	12	-8	-66.7%
Electrical Permits	6	19	-13	-68.4%
Mechanical Permits	4	10	-6	-60.0%
Plumbing Permits	5	13	-8	-61.5%
Commercial New-Renovations	0	13	-13	-100.0%
Miscellaneous	3	8	-5	-62.5%
Total	37	79	-42	-53.2%



Economic Development

Enterprise Zone (EZ) Efforts

Significant progress was made on Enterprise Zone initiatives during July. Assistant Director of Economic Development Jessica Blythe successfully submitted the EZ report on July 15.

External Relations

Ms. Blythe participated in the Virginia Rural Leadership Institute (VRLI) from July 9-11, enhancing her leadership skills and building statewide networks.

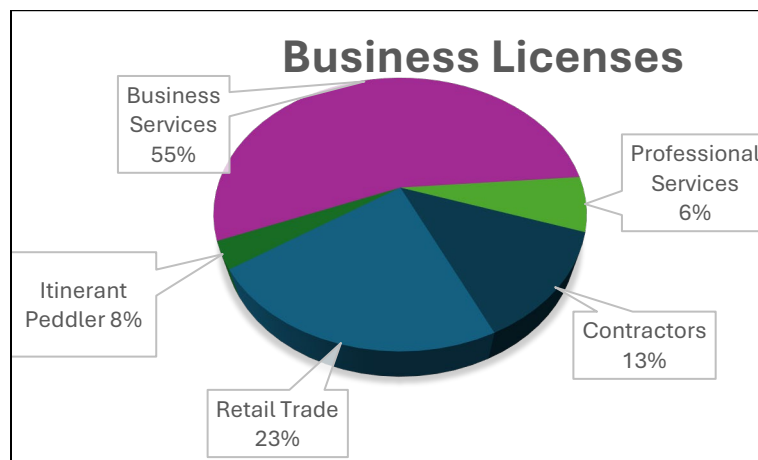
Wharf Area Development

The Wharf area received significant attention in July with a stakeholder meeting on July 8th followed by a debrief session on July 9th and an update meeting on July 14th. These intensive efforts reflect the priority placed on this ongoing infrastructure challenge, and being responsive and considerate of our Wharf Businesses.

Business License Activity

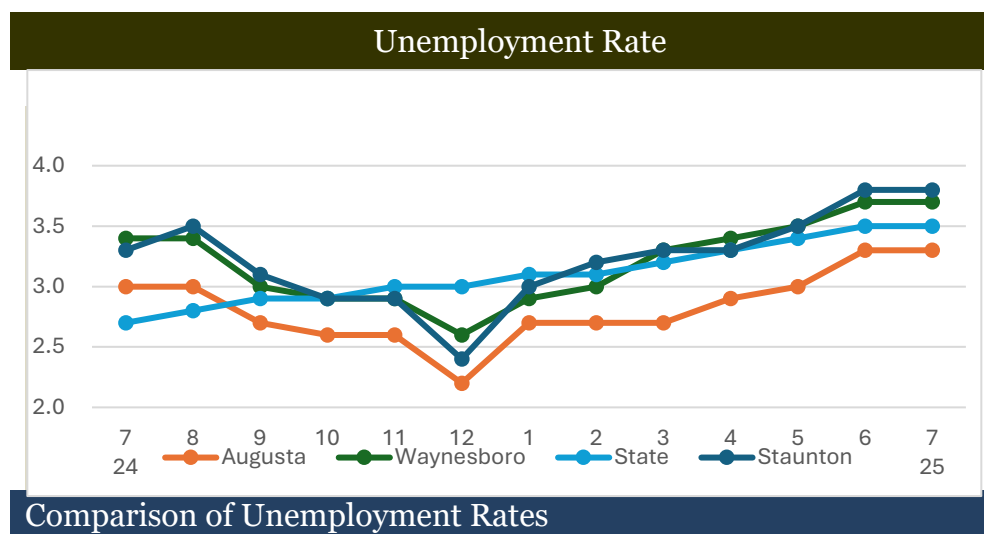
During the month of July, the Commissioner of Revenue's Office issued 31 business licenses, compared to 26 the previous month (June), representing a 19.2% increase. This month a year ago, 21 business licenses were issued.

As seen in the following pie chart, the Business Services sector accounted for 55% of the total licenses issued in July, and the Retail Trade sector accounted for 23%, Contractors accounted for 13%, the Professional Services sector accounted for 6% with a remaining 8% represented by Itinerant Peddlers.



Unemployment Data

In June, Staunton's unemployment rate of 3.8% increased by .3%. With a labor force of 12,863, Staunton had 12,373 employed and 490 unemployed in June 2025.



Finance

- The department issued 7,633 utility bills and general bills totaling \$1,153,702 during July.
- Collection activities in July resulted in the recovery of \$7,809 in delinquent utility invoices.
- The Utility Payment Office processed 3,014 receipts in the amount of \$1,459,107 during July.
- The department processed 455 City and 204 School accounts payable checks totaling \$6,059,640, 908 City and 550 Schools payroll-related advices totaling \$4,455,091 and 76 ACH debit/wire transactions totaling \$3,519,748 during July.
- The department accepted Lantz Construction's bid, and a contract has been executed, for the construction of the new Gypsy Hill Park Pool House.
- The department accepted a proposal as a result of a request for proposal for services related to the HUD CDBG Administrative Planning Services 5-Year Consolidated Plan. The proposal is under review.
- Staff filed the mandatory quarterly reporting for the American Rescue Plan Act funds. All of the ARPA funds have been committed for various projects and were fully encumbered by December 31, 2024. There is \$4.2 million in ARPA funds that still need to be expended by December 31, 2026.
- The Student Activity Funds audit was completed in July. Fieldwork for the regular city and school audit will be held on-site the week of October 6.

Fire & Rescue

- Staunton Fire and Rescue responded to 370 incidents in July, with an average response time of 4 minutes and 55 seconds. The average response time for the year is 4 minutes and 58 seconds.
- Staff received over 373 hours of training in July.
- Staff conducted 49 business fire safety inspections and 28 re-inspections in July.
- Participated in Family Fun Day at Elizabeth Miller Gardens.
- Spoke about fire safety to the boys and girls club at Booker T Washington.
- Lieutenant Justin Siron secured a grant through the Office of EMS for equipment to better aid critically ill patients.
- Provided standby personnel for the Happy Birthday America celebration at Gypsy Hill Park.
- On July 3, Ladder 1 participated in a reverse parade that drove by local nursing homes for those residents unable to leave the facilities.
- Firefighter Chris Potter was named employee of the quarter for his hard work and dedication.
- The Ladder 1 crew sprayed water for a group of children at the Parks and Rec summer camp.
- During July, the Fire Marshal's Office accomplished the following tasks: issued one special event permit, one tent permit, one blasting permit, one flammable/combustible liquid removal permit, and one underground storage tank closure permit; collected \$250 in permit and inspection fees; witnessed seven blasting operations and one underground storage tank closure; conducted one job site inquiry at the new courthouse; reviewed three fire alarm plans and two sprinkler plans; and reviewed one semi-annual fire detection and suppression system inspection report.

Human Resources

Employee Actions

The following employee actions were processed:

Terminated:

Full Time— 4

Part Time/Seasonal— 5

Hired:

Full Time— 8
Part Time— 1
Retired— 0

Activities

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

Recruitment:

Initiated recruitment for the following positions:

- Deputy Clerk – Court Reporter: Staunton Circuit Court Clerk's Office
 - School Crossing Guards: Police Department
 - Police Officer: Police Department
 - Accounting Technician II – Utility Services: Finance Department
 - Probation/Pretrial Officer: Blue Ridge Court Services
 - Custodial works (part-time): Public Works
 - 2025-26 Substitute Recreational Program Aide: Parks & Recreation
 - 2025-26 Recreational Program Aide: Parks & Recreation
 - Firefighter/EMT
- Continued recruitment for the following positions:
 - Sanitation Worker: Public Works
 - Bus Driver (part-time) for Recreational Day Trips/Summer Camp: Parks & Recreation
 - Equipment Operator I – Utilities: Public Works
 - Referees/Umpires: Parks & Recreation
 - Assistant Commonwealth's Attorney I
 - Parking Enforcement Officer: Staunton Police Department
 - Water Treatment Plant Operator: Public Works
 - Equipment Operator II – Utilities: Public Works
 - Maintenance Worker – Traffic Control: Public Works
 - Parking Attendant: Public Works

Orientations:

Conducted orientations for eight full-time employees.

Information Technology

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

- Completed the installation of security cameras at City Hall. Work continues at several other city facilities.
- Completed setup for Police Dispatch QA vendor.

- Segra has started construction on fiber to Reservoir Hill radio shelter and the new Juvenile and Domestic Relations Courthouse. Both projects are schedule to be completed in August. Engineering work has started for the fiber build to the Staunton Crossing water tank.
- SAW Regional Radio project continues with mobile radio installations in Augusta County units. Significant work was completed with the radio infrastructure. The system is scheduled to be powered on in August with initial testing in September. The SAW Regional Radio system will be going live in the fall.
- Infrastructure changes to the water meter reading system will result in savings of \$1,500 annually.
- Rollout is nearly complete for the implementation of multi-factor authentication.
- Chief Technology Officer Kurt Plowman presented a session, *Project Management for Complex Technology Projects*, at the international Association of Public-Safety Communications Officials (APCO) 2025 conference in Baltimore. APCO is the world's oldest and largest organization of public safety communications professionals.

Library

The 2025 Summer Reading Game wrapped up on July 31 with a 46% growth in registration over 2024. A total of 375 kids and teens, plus 323 adults, signed up for this year's program.

Special programs included

- Weekly color-themed crafts for teens, including beaded lizard keychains and cyanotypes
- Color-themed crafts and mosaic events for kids
- Little Lunch Music featuring Heifetz musicians (sponsored by the Friends of the Staunton Library)
- Outreach to Elizabeth Miller Gardens Family Fun Day



A new partnership is in progress. The Community Gear Library and SPL will be adopting an agreement to circulate a collection of outdoor equipment. The gear collection — such as tents, hiking poles, and more — is meant to help remove financial barriers to recreation and will be loaned out through the library's system but maintained by the Community Gear Library and their volunteers. This project is currently in a fundraising stage and will launch later this year.

The library received and installed replacement outdoor book returns. The previous ones were failing to meet capacity needs, and staff had to be scheduled to check on them every single day including Sunday and holiday closures. In addition to being larger and allowing staff to leave them unmonitored on off days, the new returns are more weatherproof to protect materials.



The library implemented a new automated messaging software to send patron notifications via telephone. After the previous system became unsupported and until this new software went live, staff made hundreds of phone calls to alert patrons about arrived holds and overdue notices. Email notifications remain unchanged for now.

Library Statistical Report: July 2025

CIRCULATION	Month	SERVICES	Month
Adult	10,586	ILLs Borrowed	16
Young Adult (YA)	1,077	ILLs Lent	0
Juvenile	8,733	Proctoring/Book-a-Librarians	3
Digital	6,158		
		PROGRAMS	
Total Circulation	26,554	Adult	17
Talking Book Center Circulation	1,610	Attendance	540
		YA	6
Items Checked In	21,586	Attendance	719
		Juvenile	34
Outgoing to VLC Libraries	1,626	Attendance	1,891
Incoming from VLC Libraries	1,754		
Total Holds Filled	5,054	PEOPLE	
		Library Visits	13,628
Added to Collection	837	Curbside Visits	17
Withdrawn from Collection	126	Computer Users	697
		Juvenile Computer Users	1,936
Database Use/Sessions	1,823	Meetings Held	10

		Volunteer Hours	98
		New Card Registrations	181
		Total Registered Cards	16,344

Parks & Recreation

Horticulture

Horticulture completed the following tasks:

- Horticulture and Park Maintenance crews worked to clean up minor storm damage in Gypsy Hill Park.
- Completed touch up projects prior to July 4 events, including mulching at the bandstand and tree rings, garden center, pumphouse, dog park boarder, and garden club beds.
- Completed pruning along Churchville Ave hedges, forsythia on Deaver drive. Sprayed, edged and mulched new beds around the interpretive history signs that were installed at Montgomery Hall Park.

Maintenance

Park Maintenance completed the following:

- Assisted with event maintenance for the annual “Americas Birthday Celebration”
- Storm clean up in Gypsy Hill and Montgomery Hall Park.
- Installed a concrete pad seating area at the pickleball courts located in Montgomery Hall Park.

Community Outreach

Staff engaged in the following community outreach activities:

- Camp Staunton completed the final four weeks of the eight-week program. Camp averaged 100 children participating each week between two camp sites located in Gypsy Hill Park.
 - Summer Camp field trips in July included: Richmond Science Museum, Back Home on the Farm, Todd Lake, Funkys Skating, Dream Come True Playground and movie theater in Harrisonburg.
- Bluegrass in the Park started the first week of July. This program runs for eight weeks on Wednesday nights at the Gypsy Hill Bandstand.
- Scheduled programs for the Month:
 - Adult co-ed softball
 - Japanese Swordsmanship
 - Adult Lap Swim
 - Dive in Movie
 - Intro to Snorkeling
 - Campcraft Outdoor Survival
 - Flames Fitness Bootcamp
 - River Discovery
 - Co-Ed Summer Soccer League

- Middle River Float Trip
- Arundel Mills Trip
- Morning Warm Ups
- Little seedlings
- Explorers Club

Police

- Federal Engineering, Inc. was awarded the consulting contract for the CAD/RMS project; work on a needs analysis will begin in August.
- The Virginia 911 Services Board awarded a \$100,000 grant to Staunton, Waynesboro, and Augusta County to implement CAD-to-CAD software between the three jurisdictions.
- Police Department personnel participated in the regional Marcus Alert meeting held with all local stakeholders at Valley Community services Board on July 17.
- The E-911 Center handled 4,929 telephone calls during the month, including 1,459 911 calls.
- Police personnel responded to 2,740 incidents during the month, including 1,646 citizen calls for service, 549 officer initiated activities, 196 administrative calls, and 349 directed patrols.
- The average response time for police emergency calls for service during the month was 3 minutes and 46 seconds; it is 3 minutes and 54 seconds for the year.

Public Works

Employee Spotlight – Darren Massey



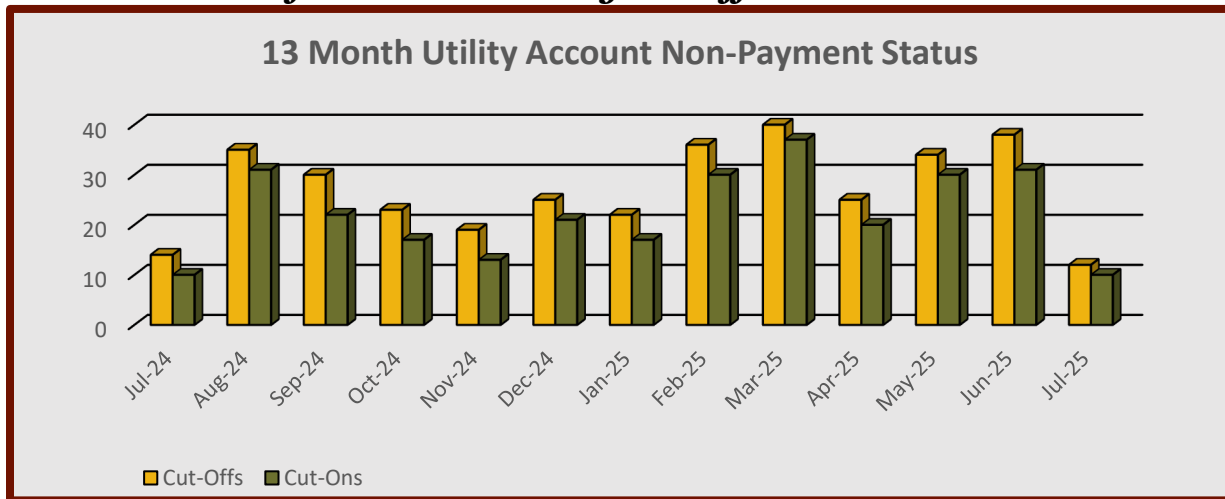
This month's spotlight features Darren Massey, Utility Service Technician. Darren has been employed at Public Works for nearly 10 years, starting on the utility field crews before moving to Utility Technical Services. Darren's versatility and prior experience with the Town of Brookneal, Virginia enables him to assist with many duties beyond the usual water meter services. It is a distinct pleasure to have Darren as a valued member of our Public Works team. In addition to his daily duties, Darren also is one of two members from Public Works on the Staunton Employee Committee (SEC). Thank you for your expert service, Darren.

Administration Division

Public Works welcomes Tammy Graham as the new part-time utility services clerk. Tammy brings much experience to this position having worked in the property management arena for many years.

The utility office established 30 new owner accounts, 30 new residential rental accounts, and two new commercial accounts. The office collected \$48,082 in payments. Twelve accounts were cut off for non-payment during one cut-off week. Of those cut off, ten were reconnected after payments were made or a payment plan established.

Featured Chart of the Month: Utility Cut-Offs



Engineering Division

Public Works welcomes Susan Wilson as the Transportation Planner in the Engineering Division. Susan earned her Bachelor of Arts from the University of South Carolina and completed a number of graduate courses in Transportation Planning from the State University of New York at Albany. Her prior employment experience includes positions with VDOT, Portsmouth, Raleigh, and, most recently, as a Program Manager with the U.S. Department of Transportation in Washington, D.C.

Staunton Crossing Water and Sewer Project: The on-site water and sewer was completed in July with work continuing on the new sewage pump station and the off-site sewer. The tank manufacturer will begin assembling the steel on the ground for the elevated water storage tank, which is scheduled to begin this fall.

West Beverley Street Sidewalk and SGR Repaving: The project was completed in July, which included the repaving of sections of W. Beverley Street (including bike plan accommodations), W. Frederick Street, North Jefferson Street, North New Street, and New Hope Road. Additionally, the project included sidewalk improvements at 18 intersections and 600 feet of new sidewalk on W. Beverley Street.

Gardner Springs Pump Station Upgrade Project: The new pump station is in substantial operation, effectively replacing the old 1940s vintage station which is now demolished. A new emergency generator was delivered and installed as well.

Utilities Division

Utility field crews repaired two water main breaks, three valves, and 23 water meters. Crews responded to three sewer main blockages and 11 sewer lateral blockages. Crews installed five new water and sewer connections.

Utility technical service crews installed a gateway receiver/transmitter at the Booker T. Washington building. As an integral component of the city's Automated Metering Infrastructure (AMI) program, this unit makes the eighth gateway in the city. The crew will be working with the vendor to make the unit operational later in August.

The city's Water Treatment Plant (WTP) welcomes two new operators to the team, Corey Desjardins and Mark Pearce. These additions bring the WTP staff to full staff.

Streets and Traffic Division

With over 10.5 inches of rain throughout July, the most in July for the last 25 years, our street crew was quite busy clearing drop inlets, cleaning ditches, and restoring or repairing damaged stormwater appurtenances. Staff anticipate that this work will continue well into August.

The paving crew remains busy with filling potholes and repaving many of the utility service cuts throughout the city.

The right-of-way (ROW) crew has completed the first round of mowing and clearing along the public rights-of-way. The rain has delayed efforts and the team is off to a slower start of the second round of mowing and clearing.

Refuse and Facilities Division

Public Works welcomes Lloyd Otte as the new Refuse and Facilities Superintendent. Lloyd comes from the Community Development Department where he served as the Codes Inspector for over four years. Originally from Minnesota, Lloyd's prior experience also includes Maintenance Supervisor and Maintenance Director for rental properties and businesses on the Outer Banks, NC. He holds an Associate's Degree in Finance from Alexandria Technical College and additional course work from the University of Maryland.

Building maintenance staff assisted a vendor with the installation of a new chiller unit at the Public Works water treatment plant. After serving for 22 years, the old unit had reached the end of its useful life earlier this spring.

Featured Photo of the Month: Yard Waste Collection

Having started this new program in June, the refuse crews completed the second round of yard waste collection in July. Yard waste is deposited in specifically designated tipper cans (green cans with tan lids) for subsequent collection by refuse crews on the first Wednesday of each month. The waste is then transported to the landfill where the waste is re-purposed. Interest and participation in this new program continue to grow. Over 635 accounts are now entered into the program.



Tourism

Activities:

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

- Staunton blog promotions featured From Brick Reds To Blue Ridge Blues: The Colors of Staunton, Top Outdoor Adventures in Staunton This Summer, Discover Staunton's Summer Playlist, Breakfast to Brews: A Day Of Dining in Staunton
- Podcast Episodes Released: The U is Silent; We Aren't – Episode 10: The Bones Are Good: The Secret to A Small-Town's Revitalization, Episode 11: Tangleroot: Author Kalela Williams on History, Healing, & Heritage, Episode 12: Parks & Recollections
- Made of Magic campaign began in June, hyper-targeting family travelers and the Charlotte, NC market
- Visit Staunton was awarded a \$5,000 Vacation Starts with VA marketing grant from Virginia Tourism
- Director of Tourism Samantha Johnson attended the Virginia Association of Destination Marketing Organizations (VADMO) July Board Meeting & Annual Retreat as a new board member & Vice President of Programming



- Ms. Johnson also served as a judge for the Virginia Restaurant Lodging Travel Association (VRLTA) annual Ordinary Awards and hosted workshops on Podcasting alongside Nomad Media for the Augusta County Library and a workshop of Grassroots Marketing for Heifetz
- Sales & Marketing Manager Jessica Williams and Department Secretary Kim Cormier curated a new Events & Business Listing experience on VisitStaunton.com that launched in August

Public Relations

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

Date	Headline	Source	Reach
10-Jul	<u>Shenandoah Valley Limited 611 steam engine excursions return at Virginia Scenic Railway</u>	Yahoo! News	66,649,761
31-Jul	<u>A Closer Look Inside the Staunton Music Festival</u>	NewsBreak	
22-Jul	<u>Things to do in Staunton, Virginia: Best Weekend Trip</u>	NewsBreak	
09-Jul	<u>Partnership brings N&W 611 steam locomotive back into service</u>	NewsBreak	15,465,562
09-Jul	<u>Iconic 611 train to come back to Virginia this Fall</u>	NewsBreak	15,465,562
09-Jul	<u>Iconic 611 train to come back to Virginia this Fall</u>	WJLA-TV	1,163,685
22-Jul	<u>10 Postcard-Worthy Towns in Virginia That Feel Like A Hallmark Movie Set</u>	Family Destinations Guide	1,127,136
15-Jul	<u>This Fascinating Open-Air Museum in Virginia Is Perfect for Unforgettable Day Trips</u>	Family Destinations Guide	1,127,136
31-Jul	<u>G&G's Hot List: 30 New Restaurants to Try Now</u>	Garden & Gun	1,057,342
09-Jul	<u>Partnership brings N&W 611 steam locomotive back into service</u>	WDBJ-TV	790,187
11-Jul	<u>Norfolk & Western No. 611 to return to Buckingham Branch Railroad for fall excursions - Trains</u>	Model Railroader Magazine	588,413
09-Jul	<u>Norfolk & Western No. 611 to return to Buckingham Branch Railroad for fall excursions</u>	Trains	588,413
09-Jul	<u>Iconic 611 train to come back to Virginia this Fall</u>	WSET-TV	492,525
10-Jul	<u>Historic N&W 611 steam locomotive returning to Shenandoah Valley this fall</u>	WHSV-TV	407,002
09-Jul	<u>Enjoy 360-Degree Views on the Virginia Scenic Railway's Newest Car</u>	Northern Virginia Magazine	369,977
07-Jul	<u>Find Cultural and Culinary Gems in Staunton, One of America's Best Small Towns</u>	Northern Virginia Magazine	369,977
05-Jul	<u>Frontier Culture Museum hosts historical Independence Day events</u>	WHSV-TV	240,158
04-Jul	<u>Crowds gather for Staunton's annual 'Happy Birthday America' Parade</u>	WHSV-TV	240,158
10-Jul	<u>Historic N&W 611 steam locomotive returning to Shenandoah Valley this fall</u>	WVIR	206,239
05-Jul	<u>Frontier Culture Museum hosts historical Independence Day events</u>	WVIR	206,239

24-Jul	<u>In Staunton: Shakespeare and Austen</u>	World News	137,174
10-Jul	<u>Experience Shakespeare Like Never Before at American Shakespeare Center in Staunton</u>	World News	137,174
24-Jul	<u>10 Scenic Stops Along the Appalachian Route You'll Want to Explore</u>	Housely	83,916
14-Jul	<u>Ribbons cut on new markers highlighting Montgomery Hall Park and African American history</u>	News Leader	81,111
25-Jul	<u>Commentary: Tourism: A local and national gift</u>	The Northern Virginia Daily	65,390
24-Jul	<u>In Staunton: Shakespeare and Austen</u>	The Georgetown	22,298
31-Jul	<u>Tickets on Sale Now for Scenic Fall Train Rides in Virginia</u>	Alexandria Living Magazine	19,630
07-Jul	<u>The 10 Best Living History Museums in the Blue Ridge Mountains</u>	Blue Ridge Mountains Travel Guide	9,776
18-Jul	<u>A Dozen Spring Day Trip Ideas</u>	Charlottesville Family	5,083
			107,117,024

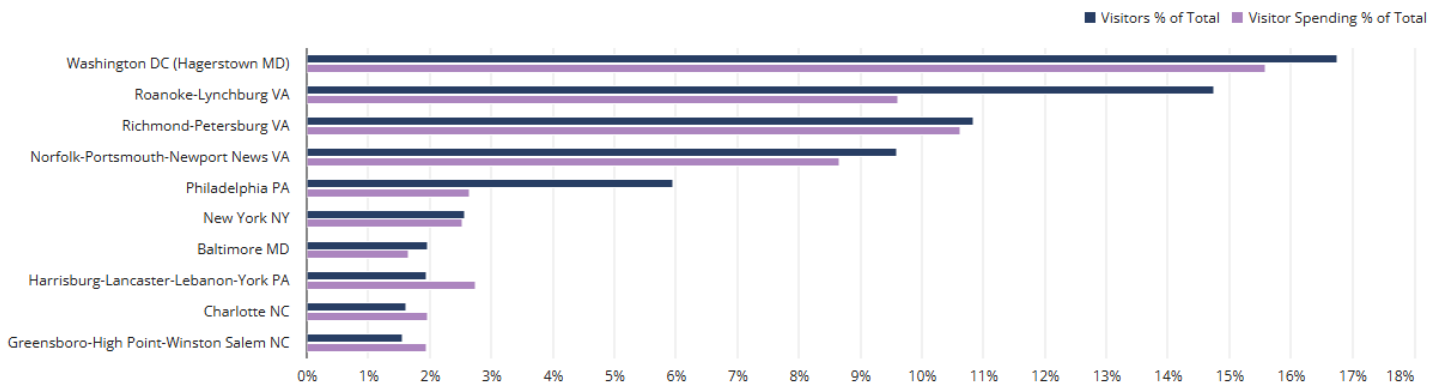
Website Visitation

Website Traffic		
July 2024	July 2025	% Change
37,292 sessions	41,943 sessions	+12.5 %
169 guide requests	154 visitor's guide requests	-8.9%

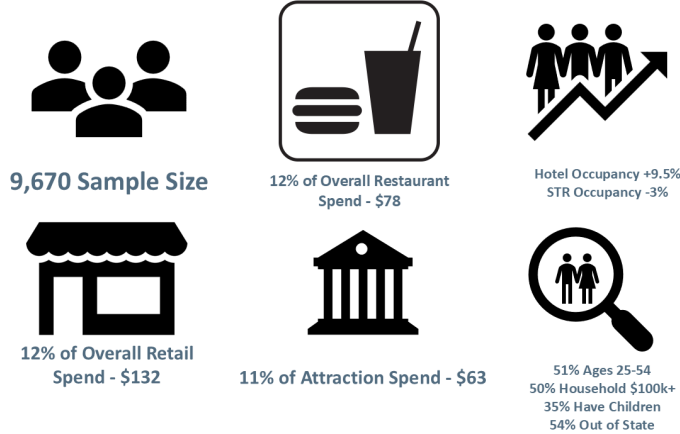
Top 10 Origin Markets and Visitor Spending

-June 2025-

Top 10 Origin Markets by Visitation with their Spend



*D.C. returned to our top Visitor/Spending market. Roanoke visitation continued to grow. Philly market grew by 1%, though spending stayed the same MoM.



Office on Youth

Crime Control Programs

- Thirteen youth received detention alternative services.

Parenting Programs

Area parents participated in the following programs:

- *Active Parenting - First 5 Years*, 11 participants
- *Parenting and Divorce* co-parenting program, 7 participants
- *Active Parenting* program, 17 participants
- Parenting programs at the WARM Shelter, 3 participants
- *Inside Out Dads* at Middle River Regional Jail, 7 participants

Community/Etc.

- Office on Youth staff completed CPR recertification and participated in the various back-to-school events:
 - Growing Together Church July 19.
 - Waynesboro City Public Schools July 20 and 27
 - Staunton City Public Schools July 21 and 22
 - Fellowship Community Church July 26
- Three OOO staff participated in *Youth Mental Health First Aid* training through Valley Community Service Board on July 31.

Staunton Downtown Development Association¹

SDDA participated in the Happy Birthday America July 4 Parade, winning in the “Glorious & Grand” category for a “show-stopping float [that] stood tall with elaborate design and an undeniable ‘wow’ factor.”

On July 26 the SDDA launched, in partnership with WQSV 106.3 FM Community Radio, the 2025 Treasure Hunt. The hunt involves an item hidden somewhere in Downtown Staunton, and clues to its location on signs in Downtown stores, read out on WQSV radio, and communicated on social media. The hunt ends Sept. 6 with a finale event at which prizes will be awarded.

The SDDA began preparations for the election of members of its Board of Directors with a drive to update the membership list and contact information. SDDA also implemented the community management system Maestro, which allows for efficient tracking of downtown properties, businesses, and contacts, along with organizational workflow.

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.