Colonial Heights
City Council Regular Meeting
November 9, 2021

Colonial Heights City Council Meeting
November 9, 2021

1. Call to Order
2. Roll Call
3. Devotion – The Honorable Dr. Laura F. Poe
4. Pledge of Allegiance
5. Adoption of Agenda
6. Declarations of Personal Interest

Colonial Heights City Council Meeting
November 9, 2021

7. Commendations And Presentations:

A. Presentation By Richmond Regional Tourism


RICHMOND
REGION
TOURISM
RICHMOND
VisitRichmondVA.com
REGION

Now More Than Ever!

RICHMOND REGION TOURISM
VisitRichmondVA.com

Tourism is Still a Powerful Economic Engine



39

The New York Times

52 PLACES TO GO IN 2020

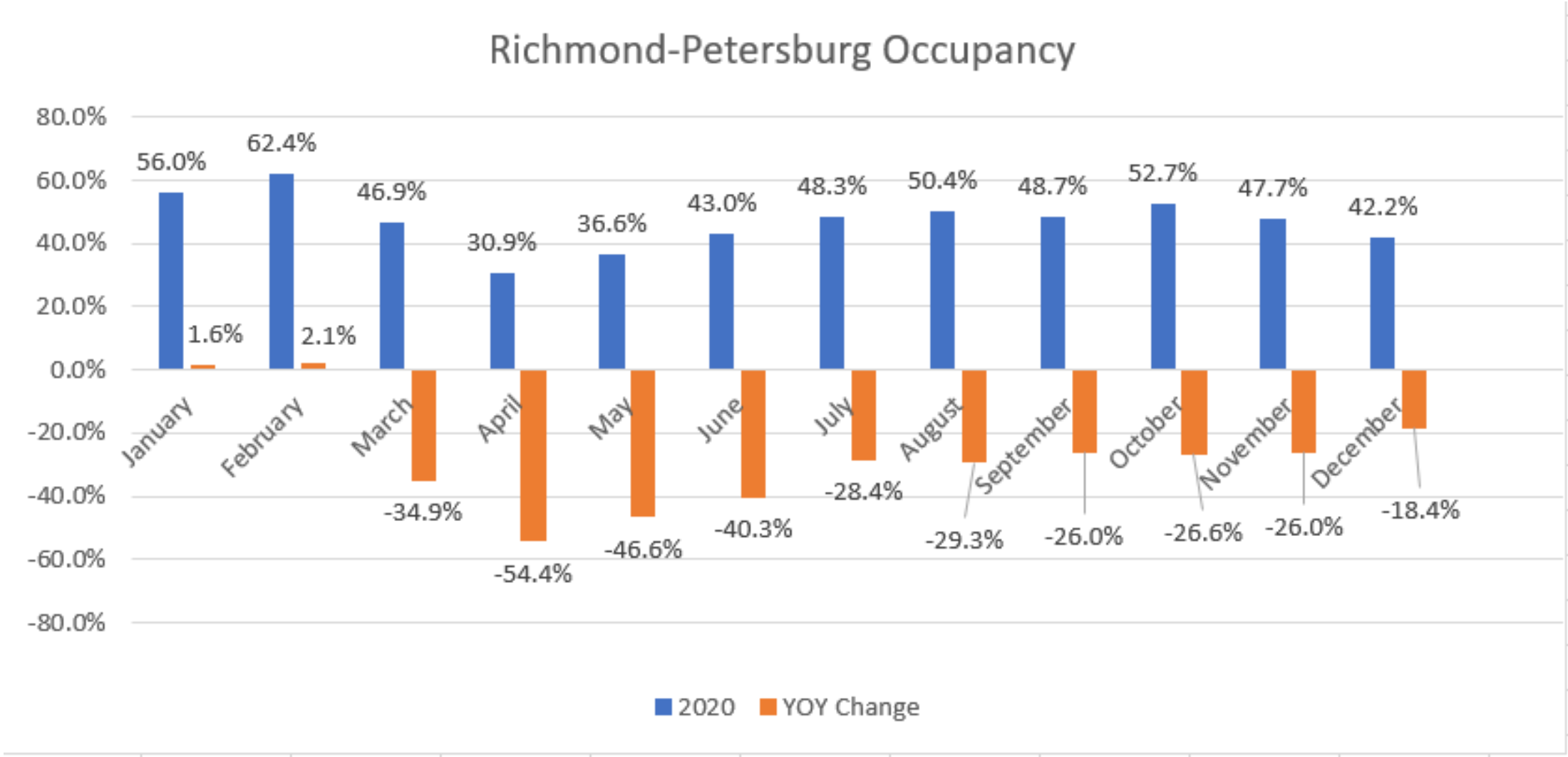
RICHMOND, VA.

A once-quiet Southern city now shines as a true cultural destination


CORONAVIRUS

Rock Bottom in April 2020

RICHMOND REGION TOURISM
VisitRichmondVA.com



Rock Bottom in April 2020

RICHMOND REGION TOURISM
VisitRichmondVA.com

Richmond/Petersburg

Occupancy April
2019 67.7%
2020 30.7%
2021 62.1%

REV Par April
2019 66.14
2020 19.25
2021 51.07

Occupancy May
2019 65%
2020 36.9%
2021 63%

REV Par May
2019 96.83
2020 24.10
2021 56.24

Occupancy June
2019 72%
2020 43.2%
2021 63.9%

REV Par June
2019 70.54
2020 30.40
2021 57.80

2019

7.7 million visitors

WHO SPENT **$2.6 billion**

OR **$7 million** PER DAY

2020

4.9 million visitors

WHO SPENT **$1.2 billion**

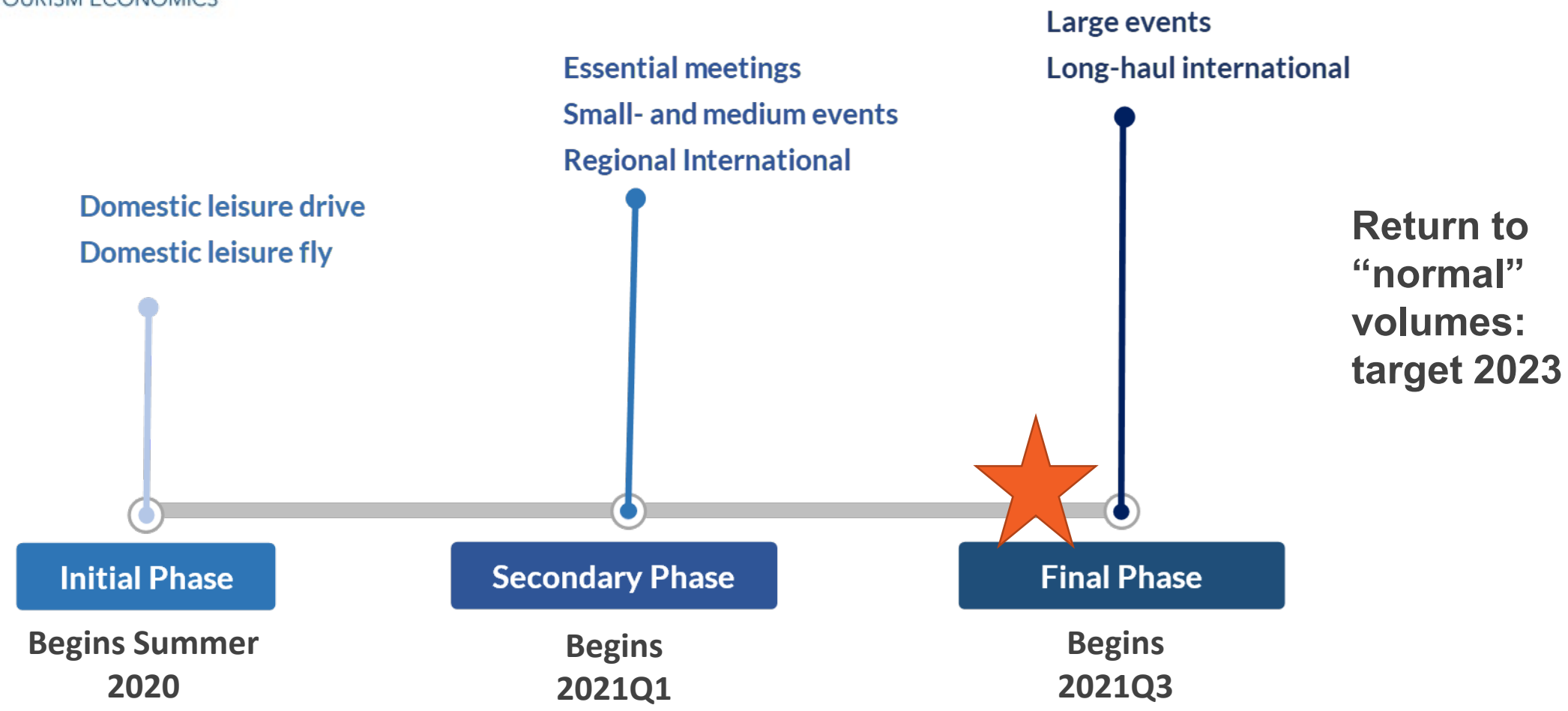
OR **$3.3 million** PER DAY*

Source: Longwoods International, calendar year 2020


Where We Are Now

Tourism Recovery

TOURISM ECONOMICS

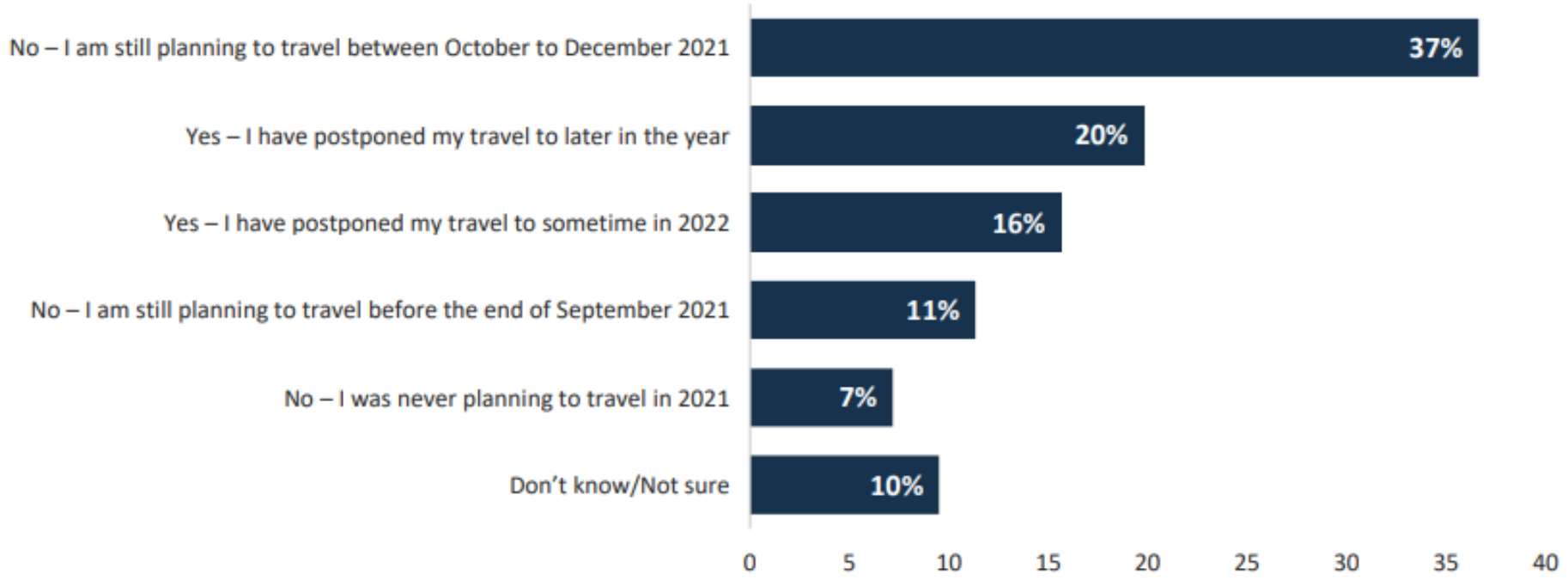


Return to "normal" volumes: target 2023

The Delta Variant

RICHMOND REGION TOURISM
VisitRichmondVA.com

Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?



Longwoods INTERNATIONAL | miles PARTNERSHIP

Return to Pre-Pandemic Levels

RICHMOND REGION TOURISM
VisitRichmondVA.com

Hotel Occupancy Region Averages

Occupancy July
2019 67.7%
2020 48.8%
2021 69.8%

REV Par July
2019 62.92
2020 36.21
2021 66.97

Occupancy August
2019 71.5%
2020 48.8%
2021 72.8%

REV Par August
2019 67.46
2020 36.21
2021 71.97

Occupancy September
2019 66%
2020 49.3%
2021 68.7%

REV Par September
2019 63.27
2020 36.67
2021 66.86

Colonial Heights Occupancy Levels

July 2021 – 82.8% occupancy

August 2021 – 94.2% occupancy

September 2021 – 91.6% occupancy

***exceeded region averages**

RVA is Still Hot

RICHMOND REGION TOURISM
VisitRichmondVA.com

TRAVEL+ LEISURE

The 50 Best Places to Travel in 2021

Condé Nast Traveler

Best Places to Travel in February

tripsavvy

The Complete Guide to Richmond's Jackson Ward Neighborhood

The historic neighborhood is overflowing with food and art

Written by PATRICE J. WILLIAMS | Updated 01/08/21

SHARE PIN EMAIL



DEPARTURES

5 Quick Weekend Trips From DC for the Perfect Getaway

Richmond, Virginia



American Travelers

RICHMOND REGION TOURISM
VisitRichmondVA.com

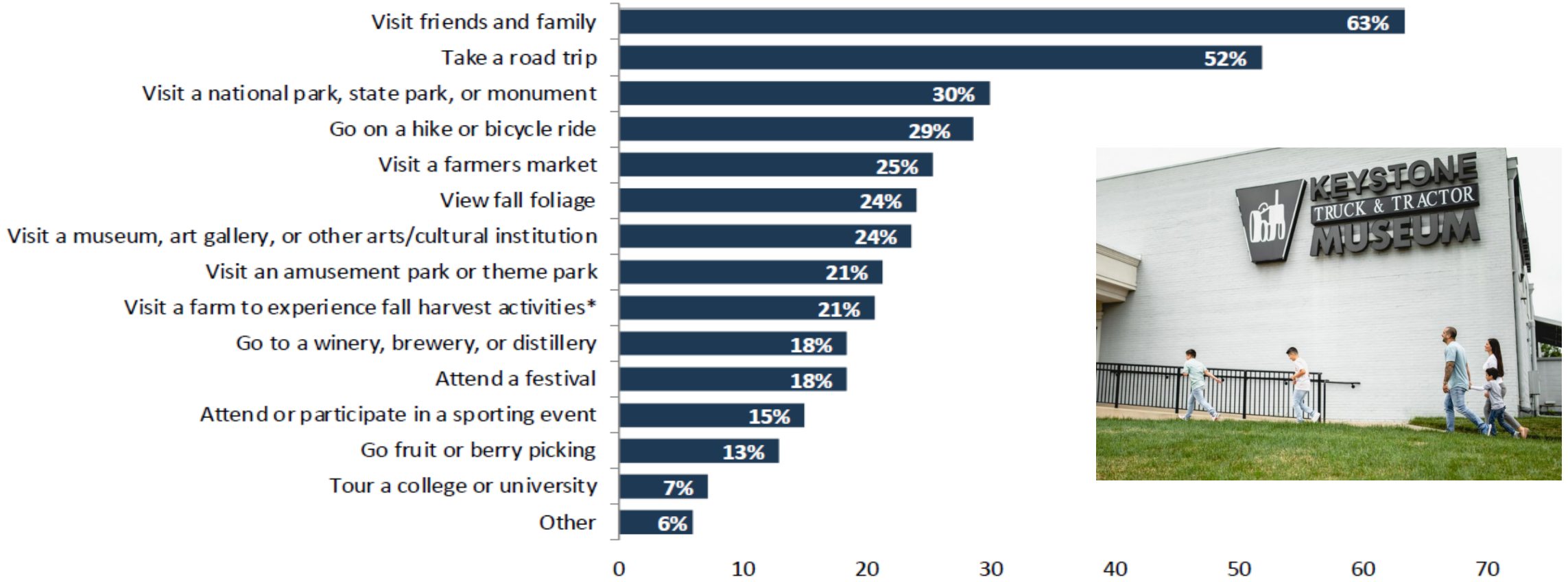
- **63%+ are vaccinated**
- **87% have travel plans** within next 6 months
- **Only 28%** are likely to visit a place that **does not have clear COVID safety protocols**
- **81% feel safe** opening up their community to visitors



Fall Traveler Activities

RICHMOND REGION TOURISM
VisitRichmondVA.com

Activities Travelers Plan to Participate in During Their Fall Travels



*Corn maze, hay rides, pumpkin patch, etc.

Travel Sentiment Study Wave 45

Longwoods INTERNATIONAL | miles PARTNERSHIP


Where We Are Headed

Traveler of the Future



- Spending 20% more
- Relaxation + transformational experiences
- 62% selecting places to support local businesses
- City travel up 25%
- Safety conscious

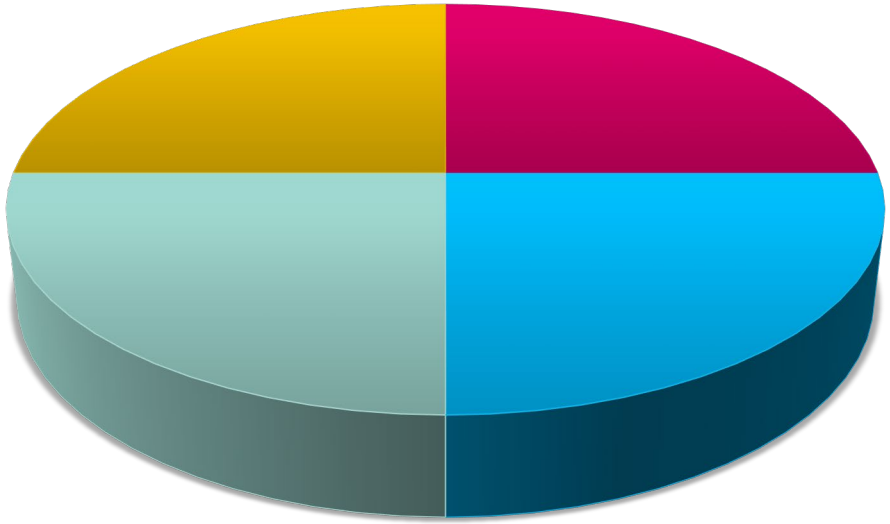
What's Going to Lead Our Recovery?

RICHMOND REGION TOURISM
VisitRichmondVA.com



Tourists/Leisure

Market Segments are Equally Divided





Business Travelers



Friends and Family

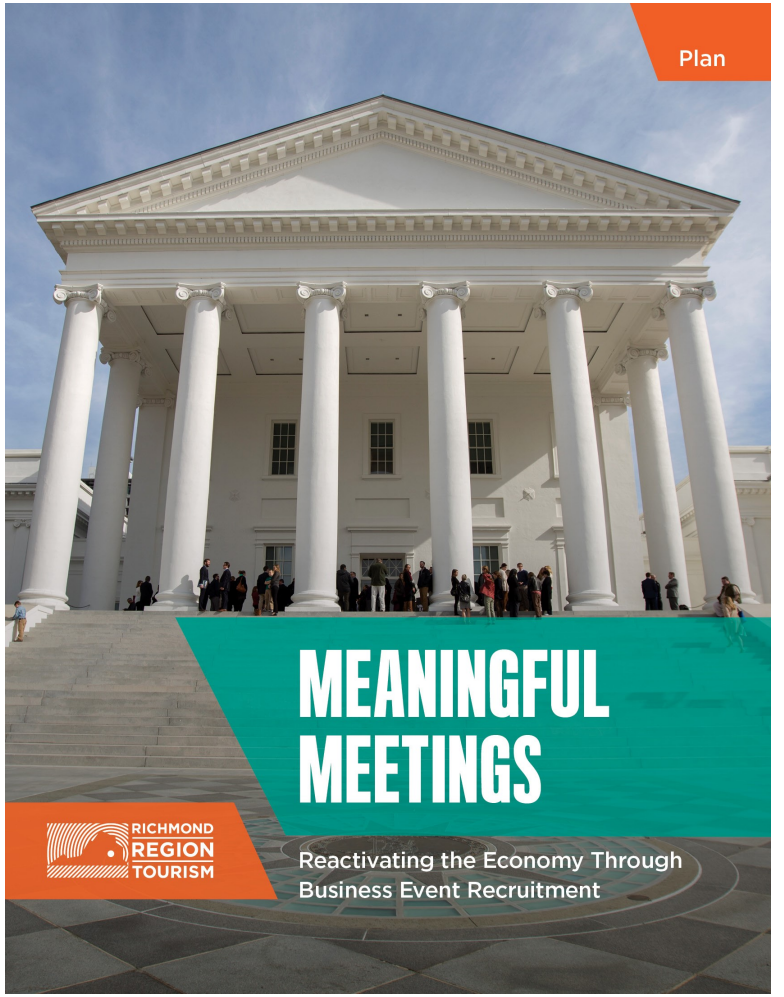


Meetings, Conventions, Sports

Business Event Recruitment

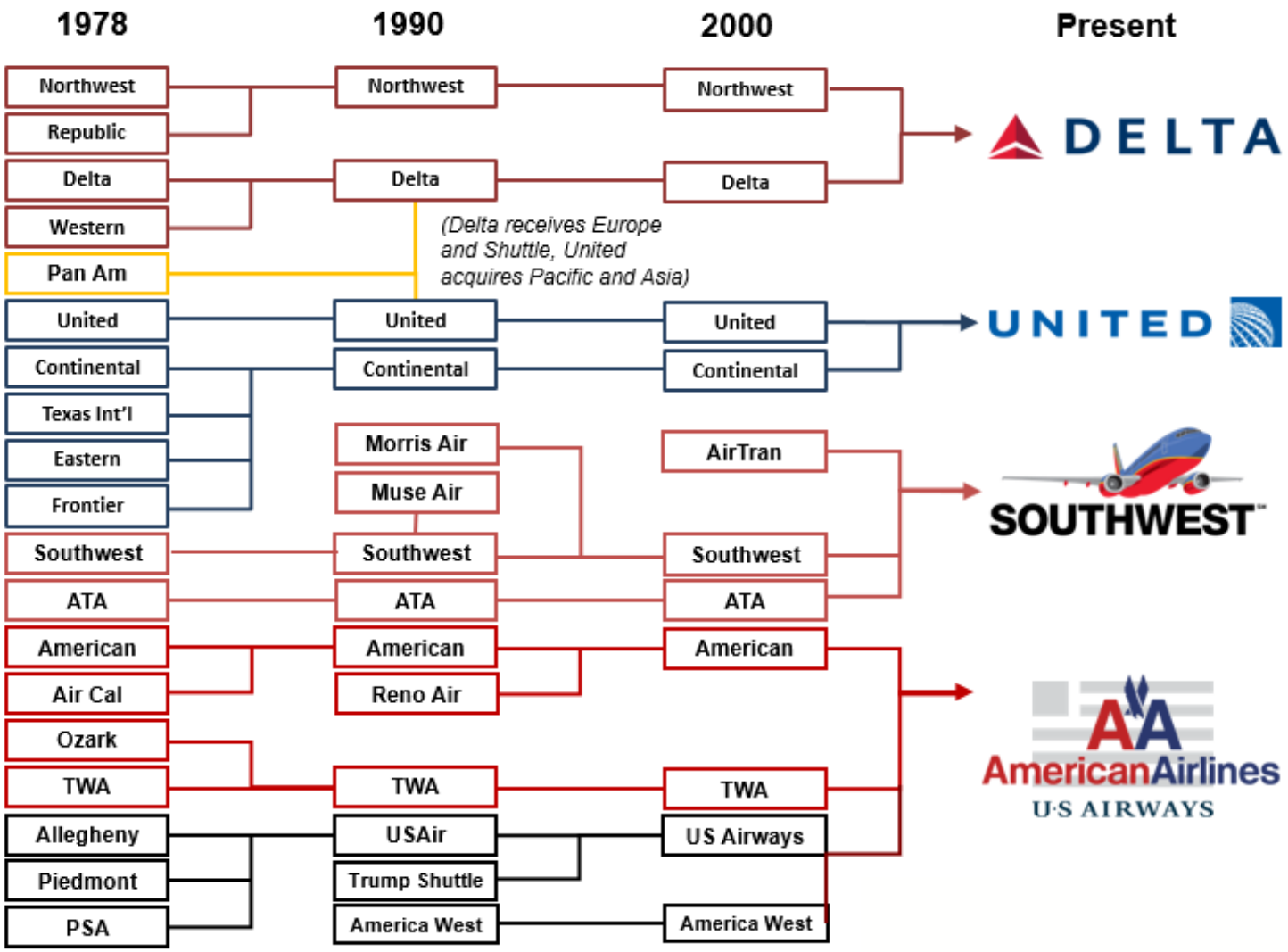
RICHMOND REGION TOURISM
VisitRichmondVA.com





New JetBlue & Breeze Airways Flights

RICHMOND REGION TOURISM
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Marketing & Visitor Insights

RICHMOND REGION TOURISM
VisitRichmondVA.com

MARKETING ROI

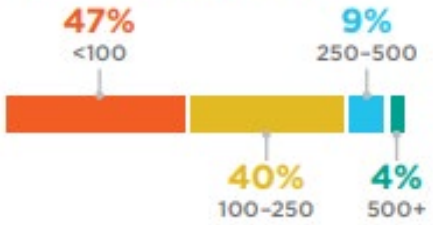
WEBSITE:
41 TO 1

PAID ADVERTISING:
17.4 TO 1

LENGTH OF STAY

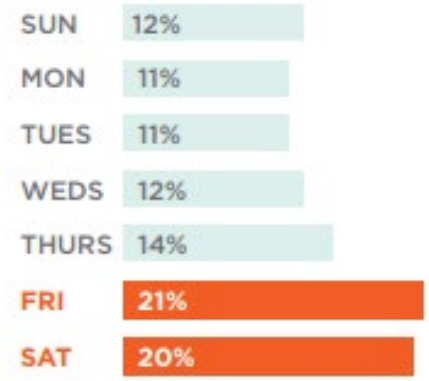
- DAYTRIP • 40%
- 1-2 NIGHTS • 32%
- 3+ NIGHTS • 13%

TRIPS BY DISTANCE* (IN MILES)



36% of visitors are repeat visitors

TRIPS BY DAY OF THE WEEK*



5 TOP FIVE ORIGINATION MARKETS

1. D.C./Northern Virginia
2. Hampton Roads
3. Roanoke/Lynchburg
4. Raleigh/Durham, NC
5. Baltimore, MD

Some highlights of our digital media performance since relaunching include:

13,000,000+
COMPLETED VIDEO VIEWS

1.88M ON LIVING-ROOM QUALITY SCREENS

271,000
clicks on
Richmond Content

▲ INCREASING WITH TRAVELER SENTIMENT

Colonial Heights Web Presence

RICHMOND REGION TOURISM
VisitRichmondVA.com

VISIT RICHMOND, VA

EVENTS DO STAY EAT DRINK PLAN



Chicken Fiesta-Colonial Heights

458 Charles H Dimmock Parkway, Colonial Heights, VA

SEE DETAILS →



Colonial Italian Restaurant

2510 Boulevard, Colonial Heights, VA

SEE DETAILS →



LongHorn Steakhouse-Colonial Heights

2001 Southpark Boulevard, Colonial Heights, VA

SEE DETAILS →



Olive Garden-Colonial Heights

600 Southpark Boulevard, Colonial Heights, VA

SEE DETAILS →



Outback Steakhouse-Colonial Heights

165 Southpark Circle, Colonial Heights, VA

SEE DETAILS →

67 Businesses, Tourism Sites with free listings

Social Media Exposure Examples

RICHMOND REGION TOURISM
VisitRichmondVA.com

Visit Richmond VA
September 28 at 8:30 AM ·

Celebrate **#ColonialHeightsDay** on October 2nd at the **Keystone Antique Truck & Tractor Museum**! From 10am-3pm enjoy over 25 local vendors, businesses and food trucks during this community celebration. Plus, retrace history and check out this unique museum's collection of antique and vintage trucks and tractors. 🚜

Admission is $5 and children under 5 enter free. Click the link for more event information: https://bit.ly/3zQEPoR

Erin R Bagnell and 5 others 2 Shares

Like Comment Share



Visit Richmond Blog

RICHMOND REGION TOURISM
VisitRichmondVA.com

#MyRVAMoment: Amber Essevia's Arts & Culture Must-Sees

By VisitRichmondVA on Sep. 17, 2021

Ready to find your moment in the Richmond region? RVA locals are here to guide you. Whether you like outdoor adventures, art, culture, cuisine, history, crafty cocktails and beer or all the above, there's something special to uncover in every stretch of our region. Follow us in this monthly blog series as we share favorite #MyRVAMoments and must-sees from passionate RVA locals.



Enjoyed Amber's top picks? Check out more visual arts experiences here!

A few to get you started:

Side Street Gallery – Colonial Heights, VA

Cross Mill Gallery – Ashland, VA

Flippo Gallery & McGraw Page Library – Ashland, VA

Cultural Arts Center at Glen Allen – Glen Allen, VA

West End Gallery – Richmond, VA

Elegba Folklore Society – Richmond, VA

Virginia Museum of Fine Arts – Richmond, VA

Perkinson Center for the Arts & Education – Chester, VA

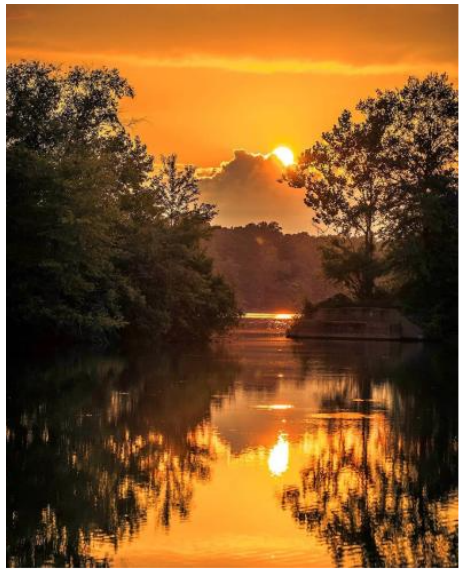
Artfully Amazing Studio – New Kent County, VA

Share your moments with us as you explore the Richmond region! Tag us on social media using #MyRVAMoment!

10 Instagram-Worthy Fall Photo Locations In RVA

By VisitRichmondVA on Oct. 13, 2021

Fall has officially begun, and we've rounded up a few of the most photo-worthy locations across our beautiful region this season. Grab your camera and venture out to any of these RVA hotspots to snap a stunning photo worth sharing!



9. LAKEVIEW PARK, COLONIAL HEIGHTS

Gorgeous views and world-class sunsets are waiting to be captured at **Lakeview Park** this fall. This property is a hidden gem location for pictures when the trees lining the lake reach peak fall color. Explore the grounds and take in the scenes of nature or capture a memorable moment at their fishing pier, playground and pavilions.

*[Photo Credit: **@_russ.c.bates** on Instagram]*

Image Perception Study

RICHMOND REGION TOURISM
VisitRichmondVA.com

IMAGE STUDY FINDINGS

From March to April 2021, Longwoods International conducted a survey designed to provide data and insights into travelers' perceptions of Richmond.

TOP WORDS USED TO DESCRIBE RICHMOND:

beautiful
Southern
history
nature
inclusiveness

1/3

travelers in key markets **have visited our destination** in their lifetimes

INTENT TO VISIT, RANKED:

1 · Charleston
2 · Raleigh
3 · Nashville
4 · Richmond
5 · Baltimore, MD

45% of travelers rate Richmond as **a place I'd really enjoy visiting**

firsthand experience moves the needle on perceptions of the destination

A PLACE I'D REALLY ENJOY VISITING



UNAWARE 46%
AWARE OF INIATIVE 70%



UNAWARE 46%
AWARE OF INIATIVE 69%

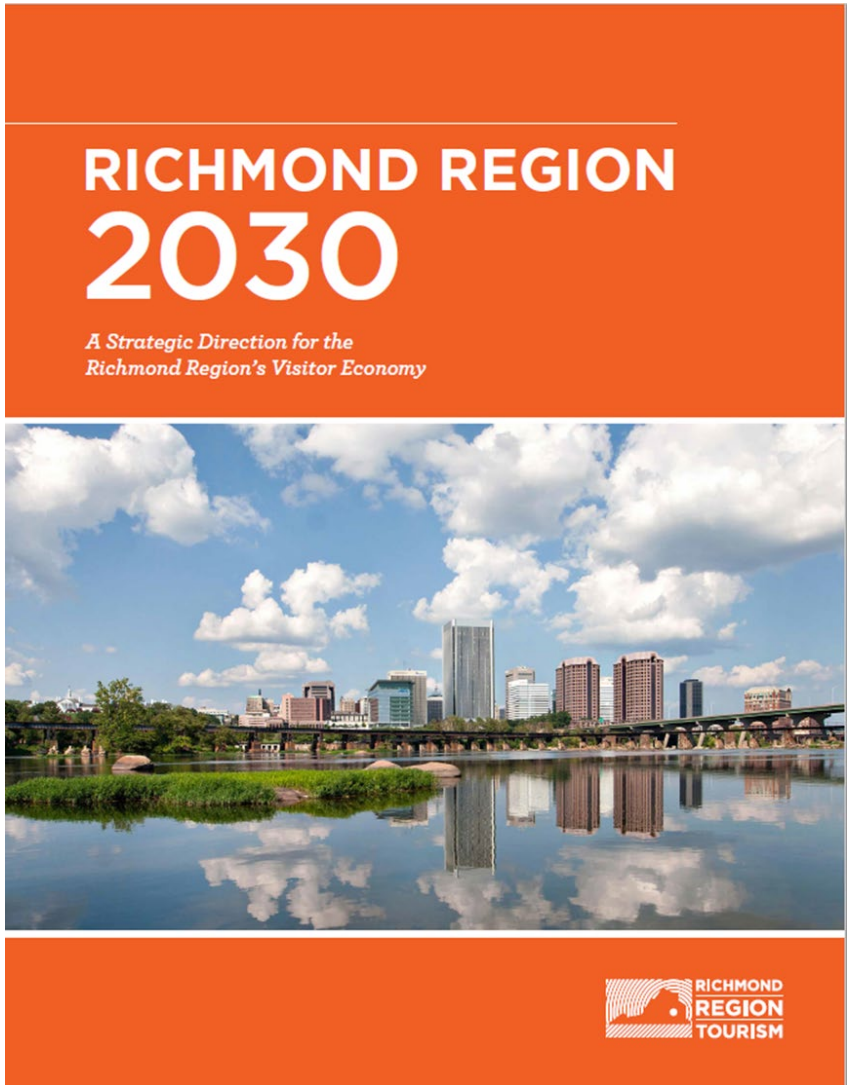


UNAWARE 44%
AWARE OF INIATIVE 69%

PERCENT WHO AGREE OR STRONGLY AGREE

Tourism Master Plan

RICHMOND REGION TOURISM
VisitRichmondVA.com



BY THE NUMBERS

115 INDUSTRY STAKEHOLDER INTERVIEWS

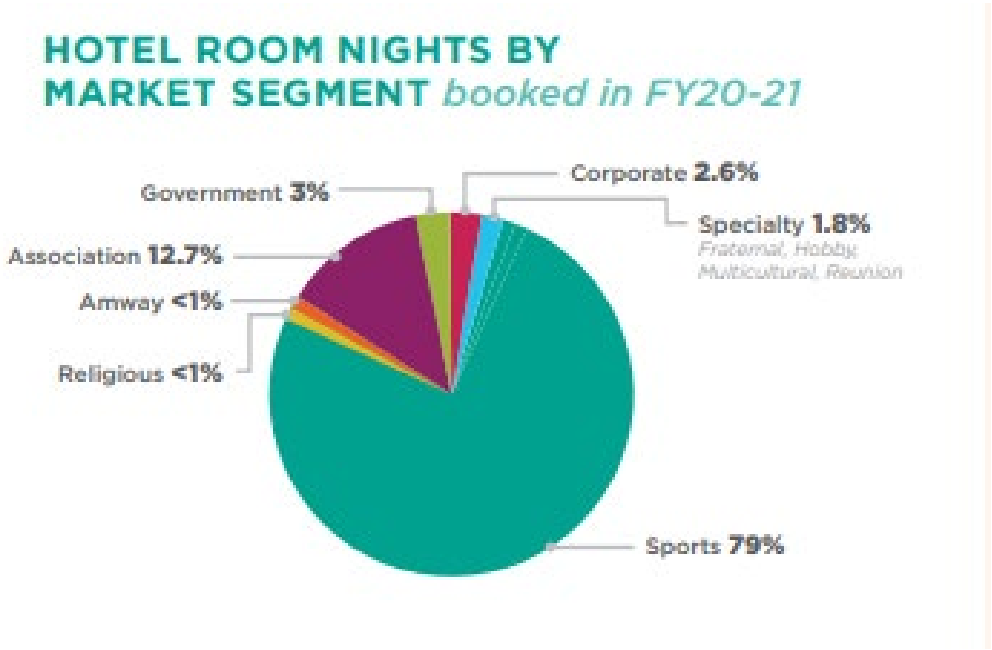
MORE THAN 1,000 VISITORS SURVEYED

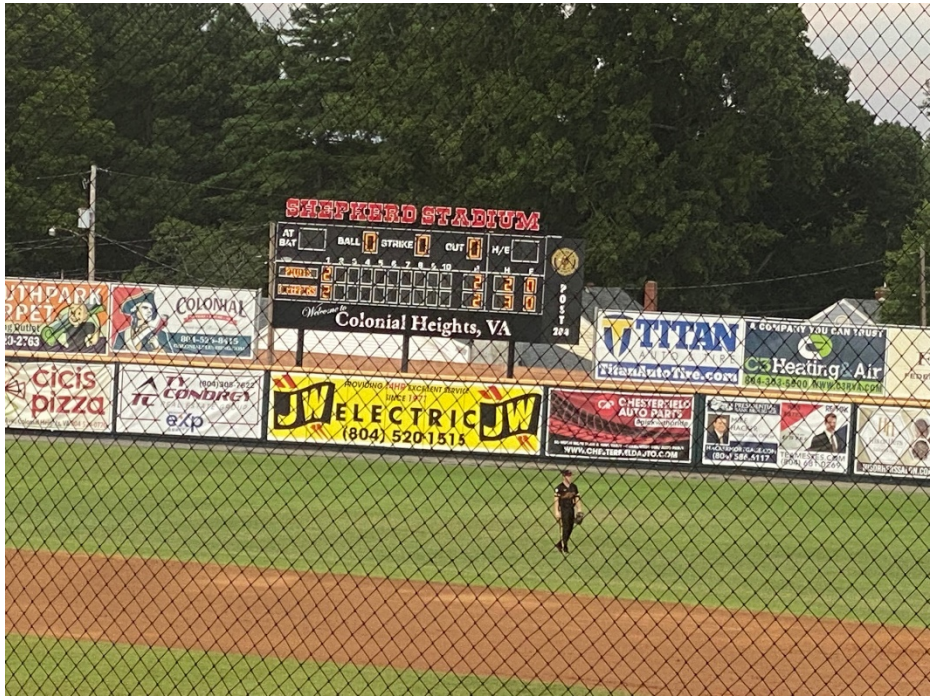
MORE THAN 50 WORKSHOP PARTICIPANTS

MORE THAN 2,100 RESIDENTS SURVEYED

Sports Tourism Still Strong

RICHMOND REGION TOURISM
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Foundation – Fundraising Events

RICHMOND REGION TOURISM
VisitRichmondVA.com

INAUGURAL
RVA SPORTS AWARDS

PRESENTED BY
ROSIE'S GAMING EMPORIUM | COLONIAL DOWNS RACETRACK
AND RICHMOND REGION TOURISM FOUNDATION

Techno BRANDED SWAG

Female Athlete of the Year - Given to a local female athlete who is currently participating in amateur, high school, collegiate or professional sports. This athlete exemplifies all the positive aspects of sport and has made a positive impact on the Richmond community in 2021. **Nominate Here**

SouthState

Male Athlete of the Year - Given to a local male athlete who is currently participating in amateur, high school, collegiate or professional sports. This athlete exemplifies all the positive aspects of sport and has made a positive impact on the Richmond community in 2021. **Nominate Here**

synergy technical

Team of the Year - Given to a team who is currently participating in amateur, high school, collegiate or professional sports. This team exemplifies all the positive aspects of sport and has made a positive impact on the Richmond community in 2021. **Nominate Here**

DISTRIBUTING BROWN Since 1919

Coach of the Year - Given to a male or female coach who is currently or has been a coach in amateur, high school, collegiate or professional sports. This coach exemplifies all the positive aspects of sport and has made a positive impact on the Richmond community in 2021. **Nominate Here**

REBKEE

Moment of the Year - Given to the participants in a moment in the past year that energized RVA sports fans, displayed remarkable athletic skill or demonstrated incredible sportsmanship. **Nominate Here**

Dominion Energy®
Actions Speak Louder

Community Champion Award - Given to an individual sports fan, volunteer or advocate that has made a public and longstanding commitment to sports in the Richmond community and is committed to bettering the region through sports. The winner is determined by a distinguished panel.

VCU Center for Sport Leadership

The Power of Sport Award – Presented to an athlete, coach, administrator or executive who has used sport as a vehicle to drive social change. This national award will highlight an individual in the world of sports who generates positive community impact, uplifts underserved citizens, creates access through diversity and inclusion, and fights for social injustice inside and outside the realm of competition

February 5, 2022 – www.RVASportsAwards.com

Foundation - Golf Tournament

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Awarded Four Scholarships to Virginia State University Students

Foundation - BLK RVA & OutRVA

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VisitRichmondVA.com

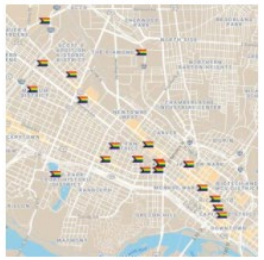
BLK RVA

PLAN A TRIP. GRAB A BITE. CATCH A VIBE.
WWW.VISITBLKRVA.COM
@VISITBLKRVA

FOLLOW #OUTRVA ON INSTAGRAM










Foundation - I Am Tourism

RICHMOND REGION TOURISM
VisitRichmondVA.com




Colonial Heights
has something for
everyone!

Colonial Heights is Great to Live and Play

RICHMOND REGION TOURISM
VisitRichmondVA.com







Thank You!

RICHMOND REGION TOURISM

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Colonial Heights City Council Meeting
November 9, 2021

7. Commendations And Presentations:

B. New City Employee Introductions

Employees hired by the Commonwealth's Attorney, Finance Department, and Library.

Colonial Heights City Council Meeting
November 9, 2021

8. Reading of Manner Addressing Council

ANY MEMBER OF THE PUBLIC addressing the Council shall approach the lectern, give his name and address in an audible tone of voice for the record, AND ADDRESS THE COUNCIL AS A BODY RATHER THAN SPEAK TO ANY MEMBER. Unless further time is granted by the Council, ANY MEMBER OF THE PUBLIC shall address the Council for a maximum of five (5) minutes, regardless of the number of issues he desires to discuss. PROVIDED however, that the main proponent of any application, petition, or plan that is the subject of a public hearing shall be allowed to address the Council initially for a maximum of ten (10) minutes and later in rebuttal for a maximum of three (3) minutes.

Colonial Heights City Council Meeting
November 9, 2021

9. Written Petitions and Communications By Members of the Public and Council Members

A. Receive And Open Bids For A Telecommunications Franchise

Colonial Heights City Council Meeting
November 9, 2021

10. Advertised Public Hearings

A. AN ORIDINANCE NO 21-21

(First Reading) To grant a non-exclusive franchise to Verizon Virginia LLC to operate a telecommunications system in the City of Colonial Heights, Virginia and to approve a Telecommunications Franchise Agreement.

Colonial Heights City Council Meeting
November 9, 2021

10. Advertised Public Hearings

B. AN ORIDINANCE NO 21-18

(First Reading) To amend § 258-16 of Chapter 258, Taxation, of the Colonial Heights City Code to include income from all sources living in the household, including non-relatives of the owner, when calculating real estate tax relief for the elderly and disabled.

Colonial Heights City Council Meeting
November 9, 2021

11. Hearing of Citizens Generally on Non-Agenda Items

12. Consideration of Uncontested Minutes, Ordinances, Resolutions, and Motions in Accordance with the Consent Agenda

A. *AN ORDINANCE NO 21-FIN-12*

(Second Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2020 and ending June 30, 2021, by appropriating $854,600 in additional funds to be transferred to the schools pursuant to the Memorandum of Understanding between the City and the School Board.

12. Consideration of Uncontested Minutes, Ordinances, Resolutions, and Motions in Accordance with the Consent Agenda

B. AN ORDINANCE NO 21-FIN-13

(Second Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2021 and ending June 30, 2022, by appropriating $31,878 consisting of: 1) $650 in prior year donations to the Animal Shelter; 2) $1,253 in donations made to the Youth Advisory Council; 3) $7,900 in prior year reserves for the Office on Youth; 4) $925 in donations to the Office on Youth Shoe Fund; 5) $5,000 in donations to the K-9 program for vehicle equipment; and 6) $16,150 in funding from the Compensation Board for bonuses in the Sheriff's Office.

To amend the Water and Sewer Fund Budget for the fiscal year beginning July 1, 2021 and ending June 30, 2022, by appropriating $3,629 in insurance recoveries for the replacement of a lawn mower.

Colonial Heights City Council Meeting
November 9, 2021

12. Consideration of Uncontested Minutes, Ordinances, Resolutions, and Motions in Accordance with the Consent Agenda

C. June 15, 2021 Special Meeting Minutes

D. October 12, 2021 Special Meeting Minutes

E. October 12, 2021 Regular Meeting Minutes

F. October 19, 2021 Special Meeting Minutes

Colonial Heights City Council Meeting
November 9, 2021

13. Introduction And Consideration Of Ordinances And Resolutions:

A. AN ORDINANCE NO 21-22

(First Reading) To adopt a revised General Pay Plan Class and Salary Range that increases the salary range for various part-time positions, including, but not limited to, those part-time positions affected by the Virginia legislative mandate effective January 1, 2022, for an $11.00 per hour minimum wage.

Colonial Heights City Council Meeting
November 9, 2021

13. Introduction And Consideration Of Ordinances And Resolutions:

B. AN ORDINANCE NO 21-FIN-14

(First Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2021 and ending June 30, 2022, by transferring $55,000 from Contingency to Public Safety for the Fire & EMS Department to purchase, as reserve unit, a used fire/engine pumper to replace Unit 991.

FIRE / ENGINE PUMPER









Colonial Heights City Council Meeting
November 9, 2021

13. Introduction And Consideration Of Ordinances And Resolutions:

C. A RESOLUTION NO 21-44

Approving the City's participation in the proposed settlement of opioid-related claims against McKesson, Cardinal Health, AmerisourceBergen, Janssen, and their related corporate entities, and directing the City Manager to execute the documents necessary to effectuate the City's participation in the settlements.

Colonial Heights City Council Meeting
November 9, 2021

13. Introduction And Consideration Of Ordinances And Resolutions:

D. A RESOLUTION NO 21-45

Approving the City's participation in the Virginia Abatement Fund and Settlement Allocation Memorandum of Understanding ("MOU") and directing the City Manager to execute the documents necessary to effectuate the City's participation in the MOU.

Colonial Heights City Council Meeting
November 9, 2021

14. Unfinished Business, Contested Ordinances And Resolutions, And Items Removed From The Consent Agenda

A. September 14, 2021 Regular Meeting Minutes

Colonial Heights City Council Meeting
November 9, 2021

15. Reports of Officers and Documents Related Thereto:

A. City Manager

1. Discussion Regarding Colonial Heights Public Schools Proposed High School Projects

Background

Project Cost Estimates

Fine Arts:	$4,838,967*
Administration/Guidance:	$3,390,912
Commons/Kitchen:	$4,997,030*
Total:	$13,226,909

* Increases facility square footage

Background

October 19 Council Meeting:

- No support for tax rate increase to support debt
- Debt capacity programmed into CIP for FY23
  - Does not specify who would pay debt service, just that there is capacity available
- Council support for a school funded project and City to share in funding toward a project in FY 23.

Available Funds for School Construction

Portion of ESSER Grant Funding	$3,303,304
CSLFRF HVAC Grant Funds	550,400
School Capital Projects Reserve	2,238,065

Staff Proposal

Move forward with Administration/ Guidance & Cafeteria renovations

Total estimated cost:	$8,387,942
ESSER Grant Funding	(3,303,304)
CSLFRF HVAC Funding	(550,400)
Cost to be split per MOU:	$4,534,238

Staff Proposal

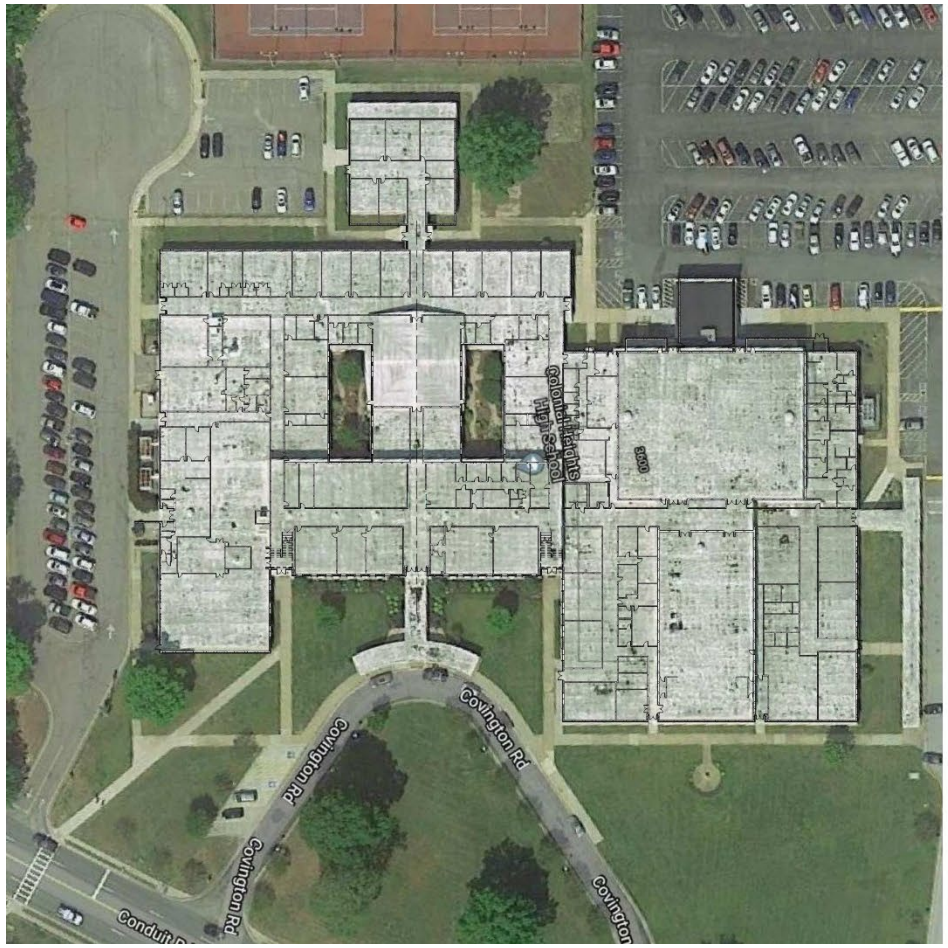
Description	City	Schools
Share of costs	$2,267,119	$2,267,119
School CIP Reserve	0	(2,238,065)
Balance to debt fund	2,267,119	29,054

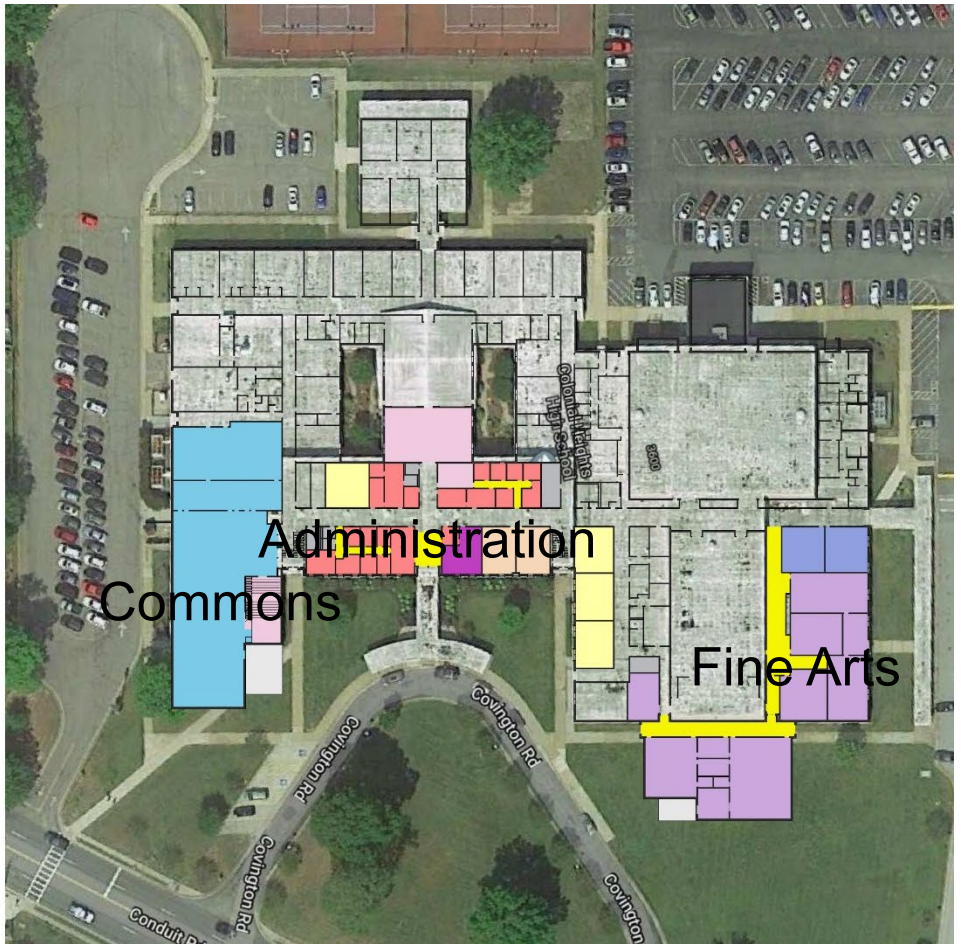
Estimated Debt Service

City Annual Debt Service Cost on:

$2.3M, 20 years, 2.5%	$148,000
$2.3M, 30 years, 2.5%	$110,000
$6.75M, 30 years, 2.5%	$325,000

Conceptual Design Phase





Colonial Heights High School

MOSELEY ARCHITECTS

Colonial Heights City Council Meeting
November 9, 2021

15. Reports of Officers and Documents Related Thereto:

A. City Manager

2. General Activity Report

Dates of Interest

November 2021	December 2021	January 2022
November 16th (6:00 pm) – City Council Special Meeting–Council Chambers	December 8th (7:00 pm) – Planning Commission Meeting - Council Chambers (Tentative)	January 4th (7:00 pm) – Planning Commission Meeting - Council Chambers (Tentative)
	December 14th (7:00 pm) – City Council Regular Meeting–Council Chambers	January 11th (7:00 pm) – City Council Regular Meeting–Council Chambers
		January 21st – 22nd, 2022–City Council Retreat (Smithfield Station)

CITY HOLIDAYS

- **November** –
  - Thursday, November 11th, 2021: (Government Offices Closed)
  - Thursday, November 25th -Friday, November 26th, 2021 (Government Offices Closed)
- **December** –
  - Thursday, December 23rd – Friday, December 24th, 2021 (Government Offices Closed)
  - Friday, December 31st (Government Offices Closed)
- **January –**
  - Monday, January 17th – (Government Offices Closed)

CITY ACTIVITIES/EVENTS

- **Colonial Heights Chamber of Commerce Turkey Trot:** Thursday, November 25th, 2021
- **Colonial Heights Christmas Parade (Oh Deer, What a Year):** Tuesday, December 7th, 2021(7:00pm)

Colonial Heights City Council Meeting
November 9, 2021

15. Reports of Officers and Documents Related Thereto cont.:

B. City Attorney

Colonial Heights City Council Meeting
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15. Reports of Officers and Documents Related Thereto cont.:

C. Director Of Planning And Community Development

1. Planning Boards And Commissions Summary

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16. Adjournment

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