

Colonial Heights
City Council Regular Meeting
January 10, 2023

Colonial Heights City Council Meeting
January 10, 2023

1. Call to Order
2. Roll Call
3. Devotion – The Honorable John T. Wood
4. Pledge of Allegiance
5. Adoption of Agenda
6. Declarations of Personal Interest

Colonial Heights City Council Meeting
January 10, 2023

7. Commendations And Presentations:

A. Recognizing The Finance Department Billing And Collections And Utility Billing Staff For Their Dedicated Service

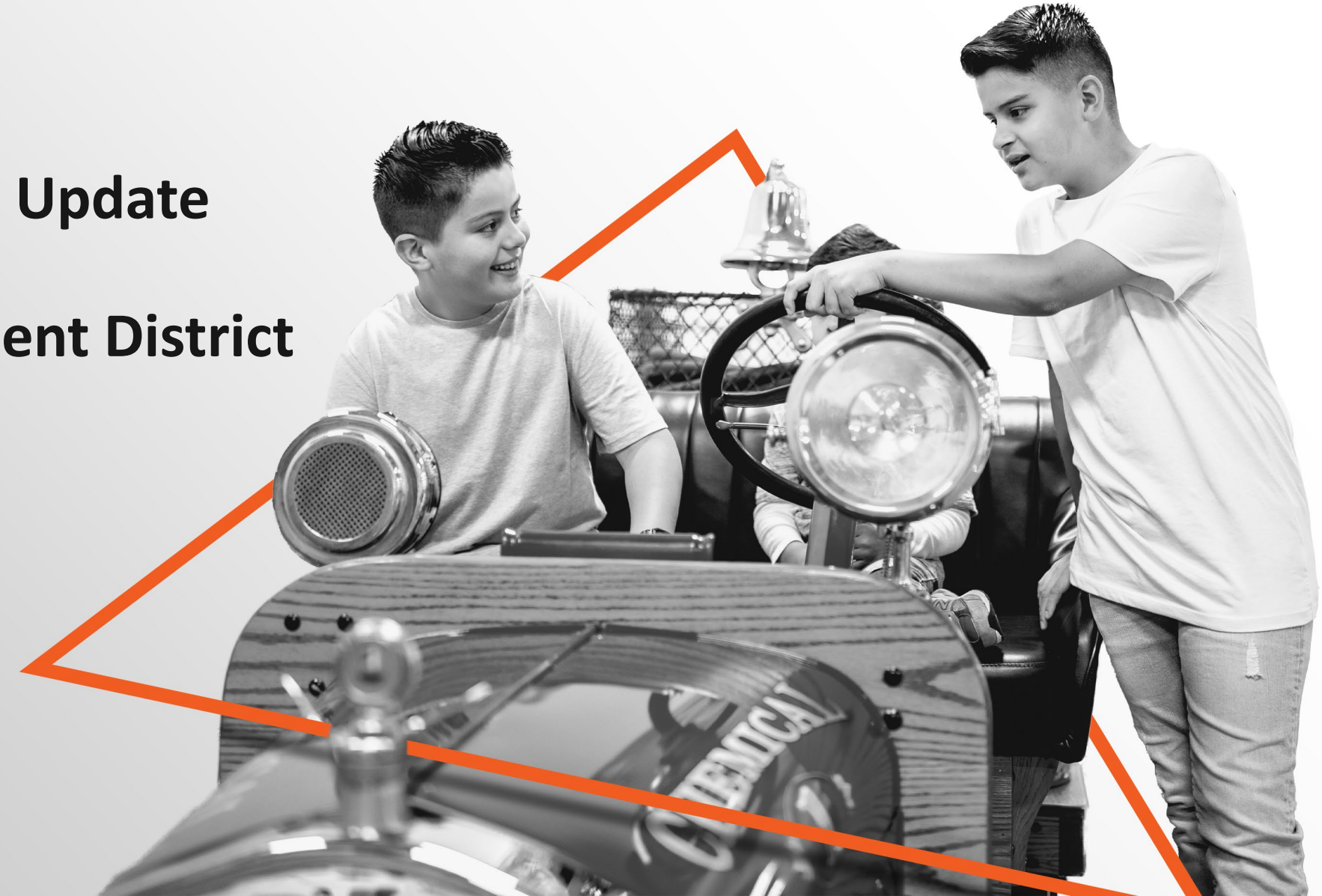
Colonial Heights City Council Meeting
January 10, 2023

7. **Commendations And Presentations:**

B. Presentation Of The Annual Tourism Update And Tourism Improvement District By J. C. Poma, Vice President Of Community Relations, Richmond Region Tourism

RICHMOND REGION TOURISM

Annual Tourism Update
&
Tourism Improvement District

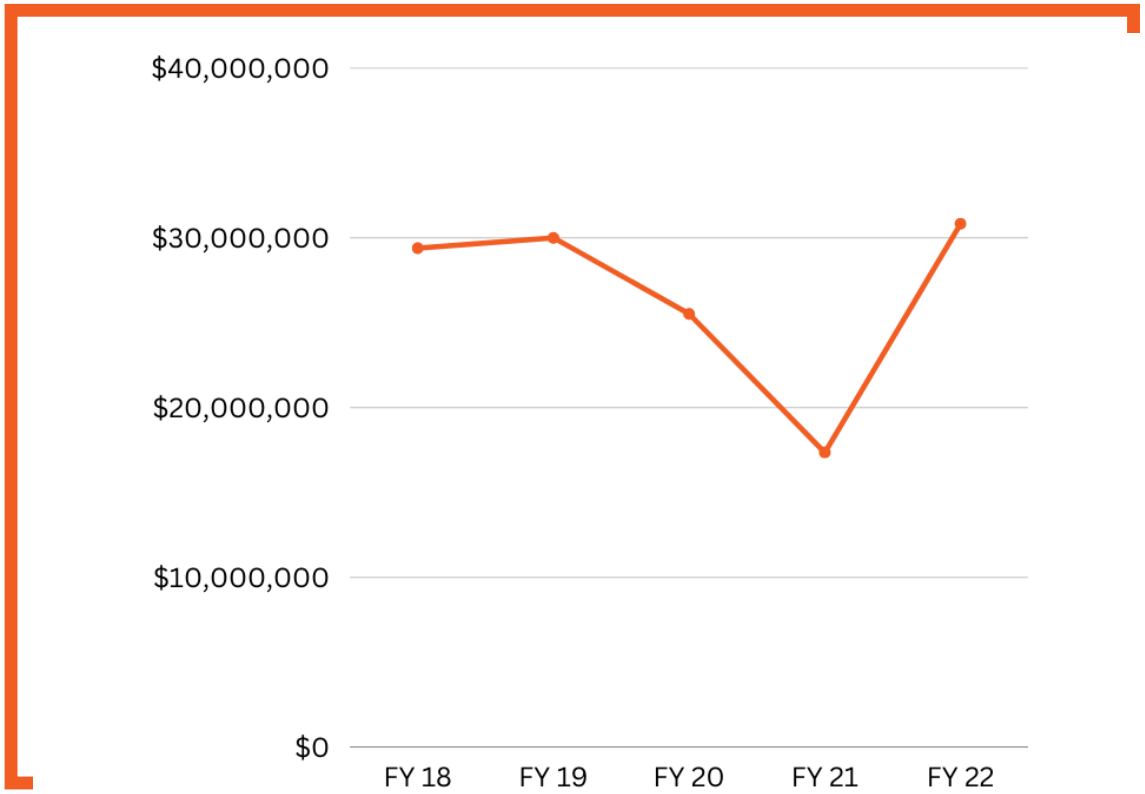


Tourism is Back!

- 91% of American travelers indicate plans to go somewhere in the next six months

- Concerns about rising gas prices impacting travel decisions have stabilized with only 21% indicating gas prices would greatly impact their decision to travel





Record Occupancy Tax Collection in the Richmond Region

For the 2022 fiscal year, total lodging tax revenue reached $30,817,871.



Regional Visitors Return



Total Person - Trips
16.9 Million
[+13.5% vs. last year]



62%
DAY TRIPS
10.5 Million

38%
OVERNIGHT TRIPS
6.4 Million

2019	7.7 million overnight visitors spent $2.6 billion
2020	4.9 million overnight visitors spent $1.2 billion
2021	6.4 million overnight visitors spent $2.9 billion

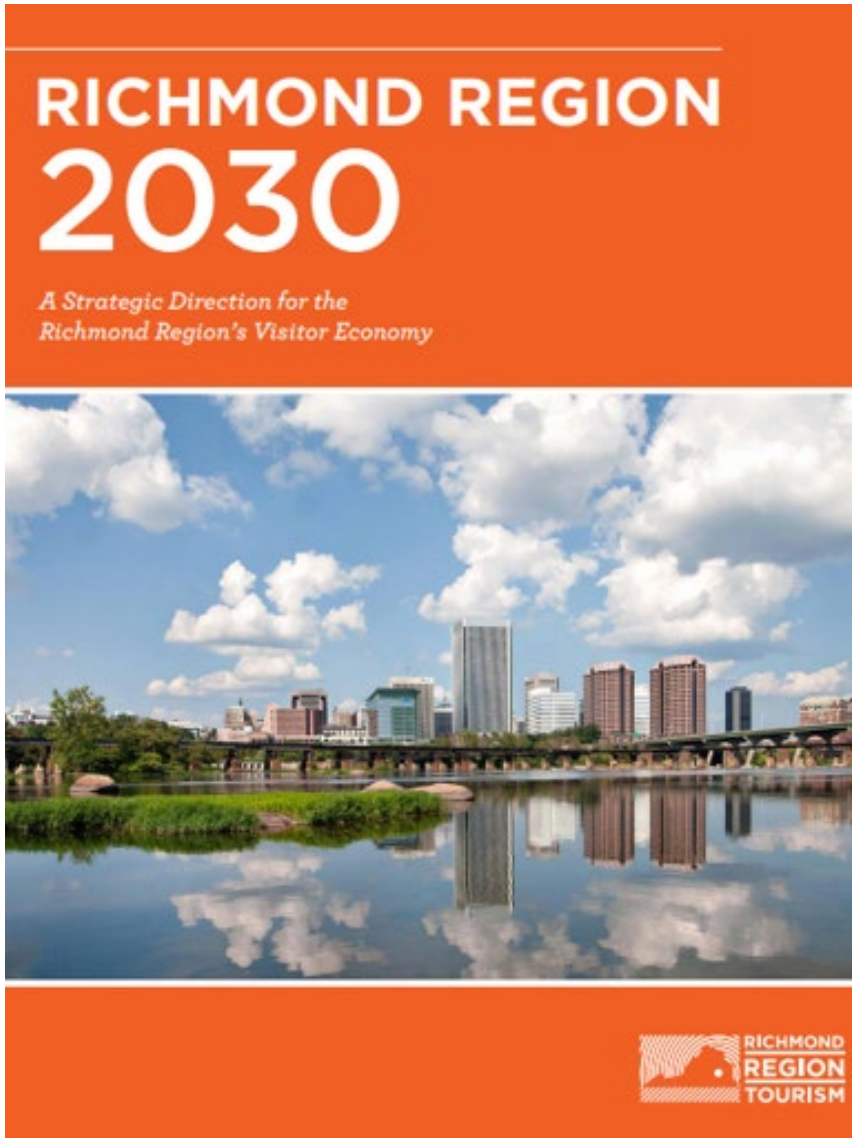


Colonial Heights Visitor Spending

- $96.5 million in visitor spending
  - 47.2% higher than 2020
  - $264k per day!
- Generated $4.7 million in local taxes
- Supports 1,003 jobs and $23.3 million in wages

Tourism Master Plan Stays Top of Mind

1. Headquarter Hotel
2. Regional Inspiration Campaign
3. Support Hospitality Community through Workforce Development

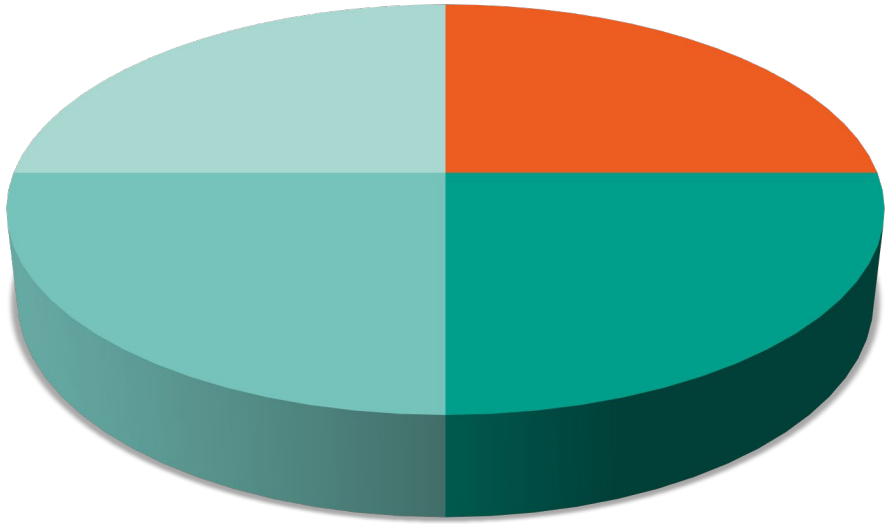


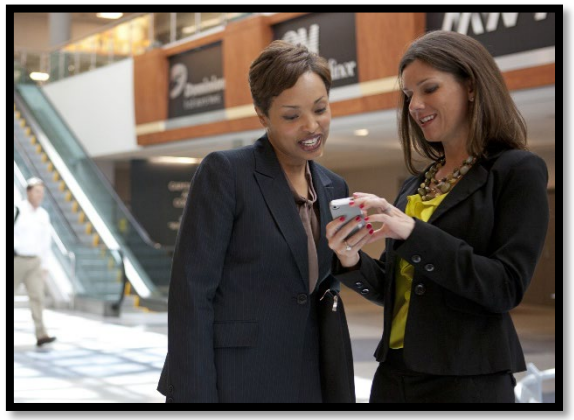
Tourism Diversity Continues to Drive Success



Tourists/Leisure

Market Segments are Equally Divided





Business Travelers

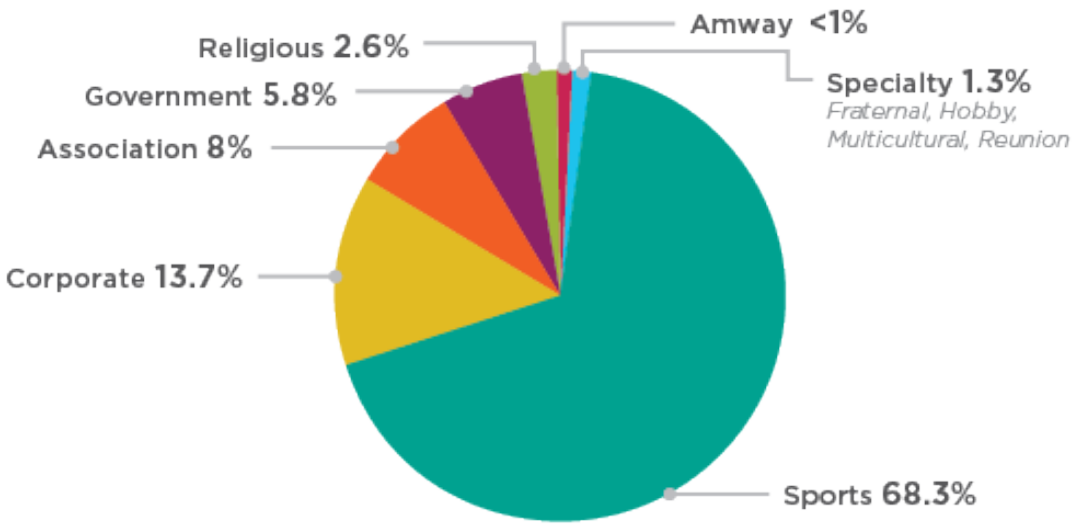


Friends and Family



Meetings, Conventions, Sports

Sports Tourism Continues to Shine



MEETINGS, CONVENTIONS AND TOURNAMENTS BOOKED BY RRT

$113,060,592	ESTIMATED ECONOMIC IMPACT	↑ 63%
309,383	ESTIMATED ATTENDEES	↑ 48%
163,229	ESTIMATED HOTEL ROOM NIGHTS	↑ 36%

133 repeat events and 59 new events

TOP 5 SPORTS TYPES BOOKED BY RRT

based on total contracted room nights

1 Softball 2 Soccer 3 Lacrosse 4 Volleyball 5 Field Hockey

***Charts Represent Events Booked By RRT & Held in FY 22**

“The Richmond Region is becoming a hotbed for one of the world’s fastest-growing tourism industries: sports tourism.”



ALERT TOP STORY

Richmond area emerges as destination for sports tourism with $76 million economic impact

Sean Jones Oct 23, 2022 3

3 of 7

The USA Softball National Championship for 12-and-under girls held an opening ceremony for about 450 players from multiple sites around the country, at RF&P Park on Mountain Road in Glen Allen, Tuesday, 7/20/2021. The Hanover Hornets team stood for the National Anthem during the ceremony.

2021, JAMES H WALLACE/TIMES-DISPATCH

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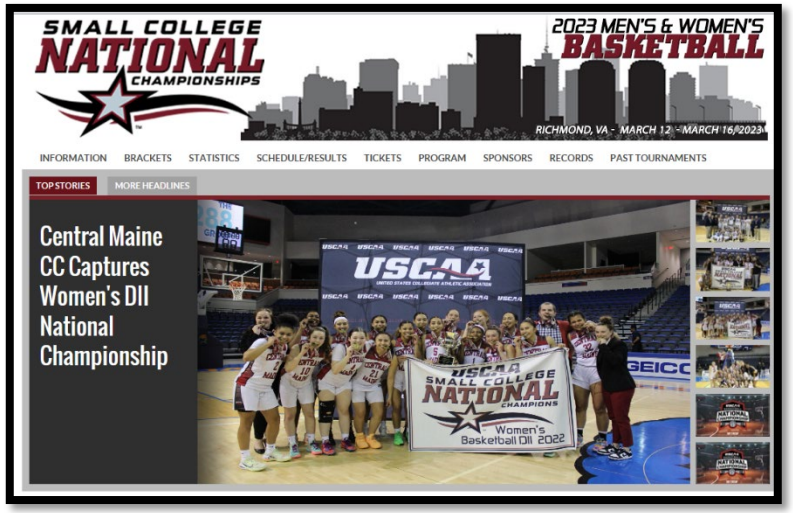
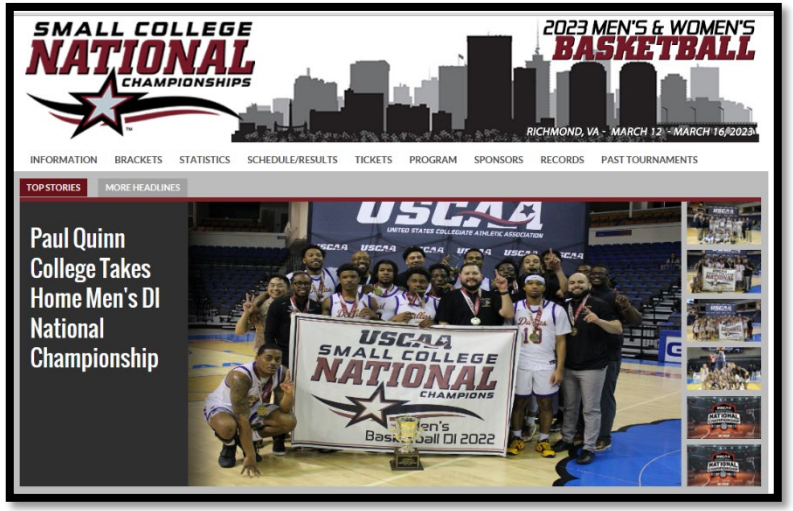
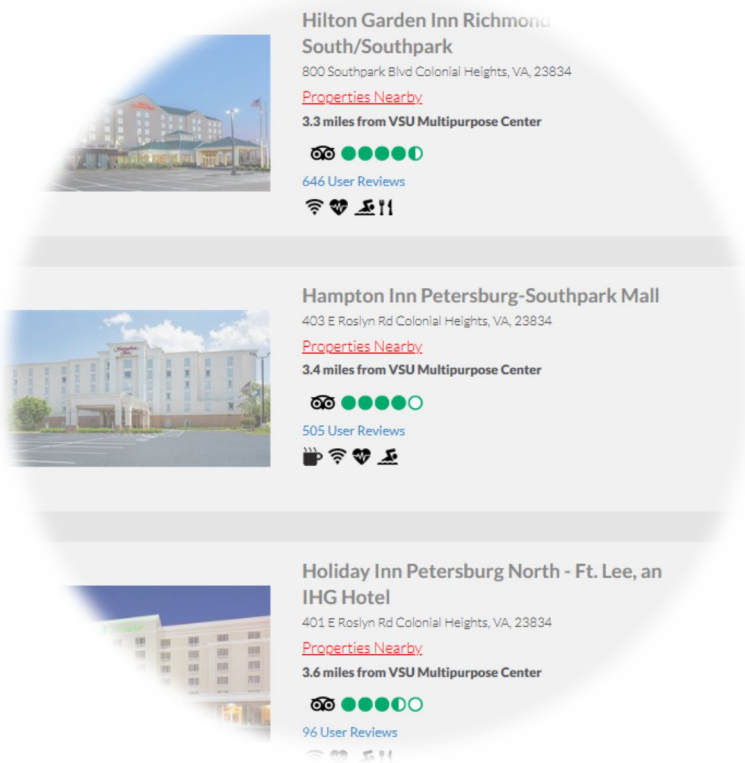
“That second brand of sports tourism is on the rise in the Richmond area, and large investments are being made across central Virginia to help capture its growth.”

VSU Multipurpose Center = Sports Tourism Asset!









2022 Event Saw 1,414 Hotel Rooms
2023 Event is March 12-16, 2023

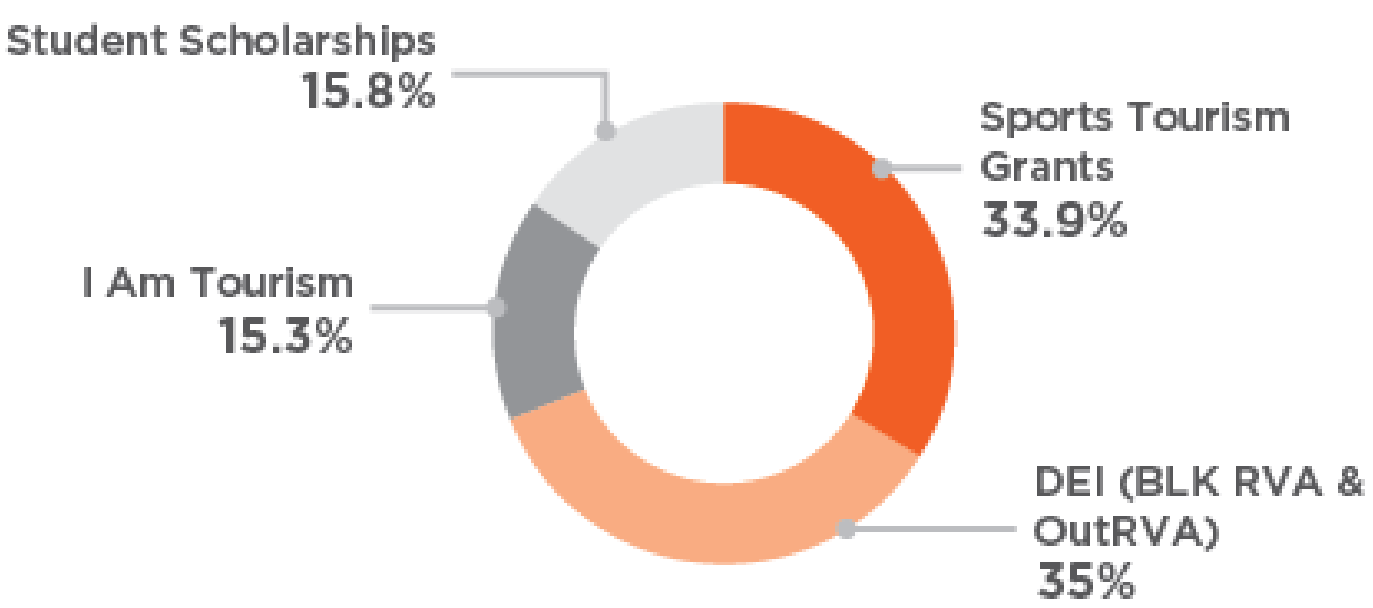
2023 HBCU National Speech and Debate Championship at VSU!

2023 HBCU National Speech and Debate Championship
February 23-26, 2023
On the campus of Virginia State University

Hosted by:
Virginia State University,
The Richmond Forum Speech & Debate Initiative, and The National HBCU Speech and Debate Association

The National HBCU Speech and Debate Association and its partners are excited to invite you to the 2023 National HBCU Speech and Debate Championship hosted at Virginia State University, February 23-26, 2023. This tournament represents an opportunity for HBCU students to compete in a welcoming environment and build skills that will last a lifetime.

Richmond Region Tourism Foundation – 500% Growth



Foundation Efforts Headlined by RVA Sports Awards







How Can You Continue to Help?

- Register – as an Individual or Company - for an I Am Tourism Class
  - www.IATRVA.com
- Invite Your Friends/Family to the Region!
- Invite Your Corporate Meeting, Association, Conference, Sports Tournament or Event to RVA – Become a RVA Champion
  - www.RVAChampions.com
- Are You Registered for our Monthly Advocacy Email? Email J.C. at jpoma@visitrichmondva.com

New Organizational Statements Reflect Community Commitment

Mission

Share a passion for the Richmond Region with the world.

Vision

As a thriving community, the Richmond Region is known for being inclusive and welcoming to all.

About RRT

As the Region's destination organization, we are experts who have a deep love for the community in which we live, work, and play.

We enrich the lives of our residents and visitors by sharing the unique culture and humanity that is the Richmond Region.

We generate economic prosperity through tourism by attracting conventions, meetings, sports tournaments, and visitors and ensuring that all have an unforgettable experience.

We enhance the quality of life for the people in our community by supporting the places that make the Richmond Region wonderful.

We strengthen local programs that drive tourism through our Richmond Region Tourism Foundation.

We do all of this through a lens of diversity, equity and inclusion.


Trends
and Data

Advertising Insights Year to Year



Where Do Our Visitors Come From?

The **Richmond region continues to see growth in new markets including NYC**, which accounted for more than 13% of RRT-influenced hotel stays in FY 21-22.

CITY	REGION	SESSIONS
New York	New York	5,243
Baltimore	Maryland	4,810
Washington	District of Columbia	3,913
Philadelphia	Pennsylvania	1,555
Charlotte	North Carolina	1,554
Boston	Massachusetts	1,338
Raleigh	North Carolina	1,052
Atlanta	Georgia	780
Los Angeles	California	6667
Chicago	Illinois	685
Austin	Texas	317
Dallas	Texas	314
Nashville	Tennessee	299
San Francisco	California	251
Durham	North Carolina	233
Seattle	Washington	223
Columbus	Ohio	204
Independence	Kansas	180

CITY	REGION	SESSIONS
New York	New York	19,524
Baltimore	Maryland	3,751
Atlanta	Georgia	3,618
Washington	District of Columbia	3,152
Philadelphia	Pennsylvania	2,595
Chicago	Illinois	1,341
Boston	Massachusetts	1,035
Charlotte	North Carolina	839
Raleigh	North Carolina	823
Los Angeles	California	703
Nashville	Tennessee	324
Dallas	Texas	323
Austin	Texas	277
San Francisco	California	259
Phoenix	Arizona	218
Durham	North Carolina	198
Pittsburgh	Pennsylvania	170
London	England	168

*Charts Represents Visitor Markets Before and After FY 22

Advertising ROI Last Year

$7,795,645
Hotel Revenue Generated
ADARA supplied enriched data

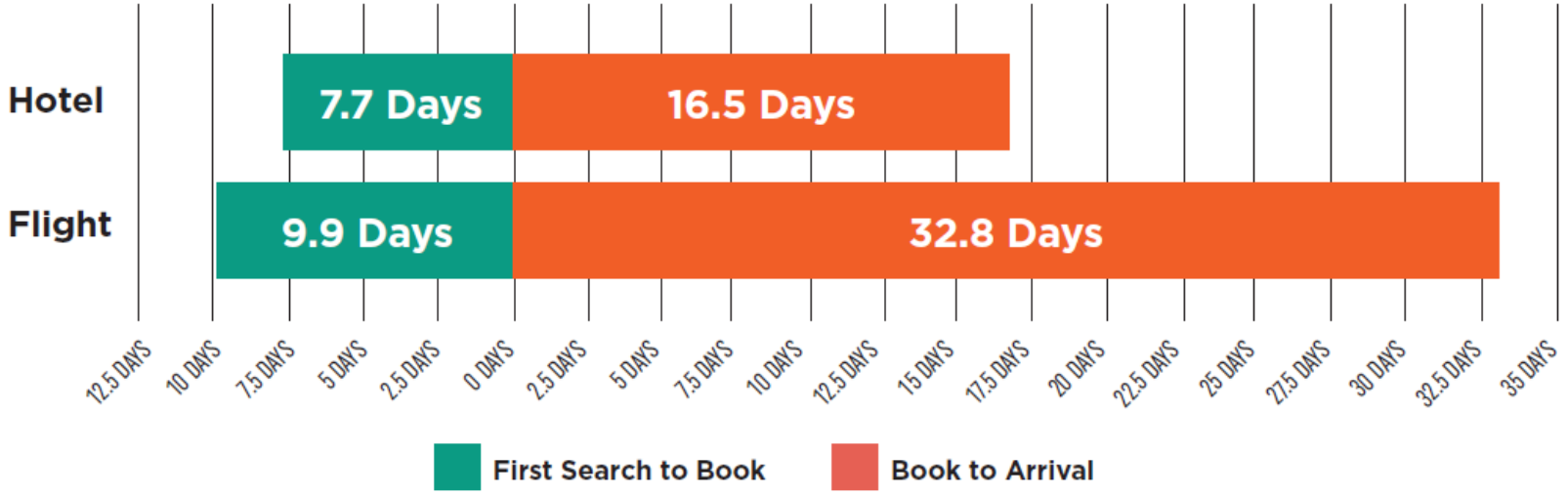
27,551
Hotel Bookings

721,437
Hotel Searches

2,122
Flight Bookings

29,138
Flight Searches

Trip Planning Window



Top Origin Markets - Hotel Bookers

Market	Percentage of Travelers
Washington	19.8
New York	13.1
Richmond	9.0
Norfolk	6.8
Philadelphia	5.6
Baltimore	3.3
Boston	2.8
Atlanta	2.7
Raleigh-Durham	2.4
Roanoke	2.4

Sample of Visitor Demographics

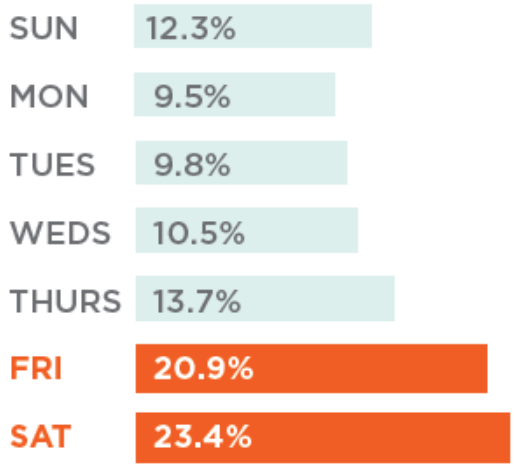
TOP FIVE ORIGINATION MARKETS[3]

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

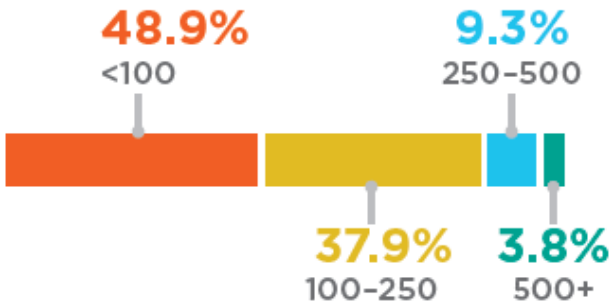
LENGTH OF STAY[3]

- DAYTRIP • 53%
- 1-2 NIGHTS • 20.1%
- 3+ NIGHTS • 13.1%

TRIPS BY DAY OF THE WEEK[3]



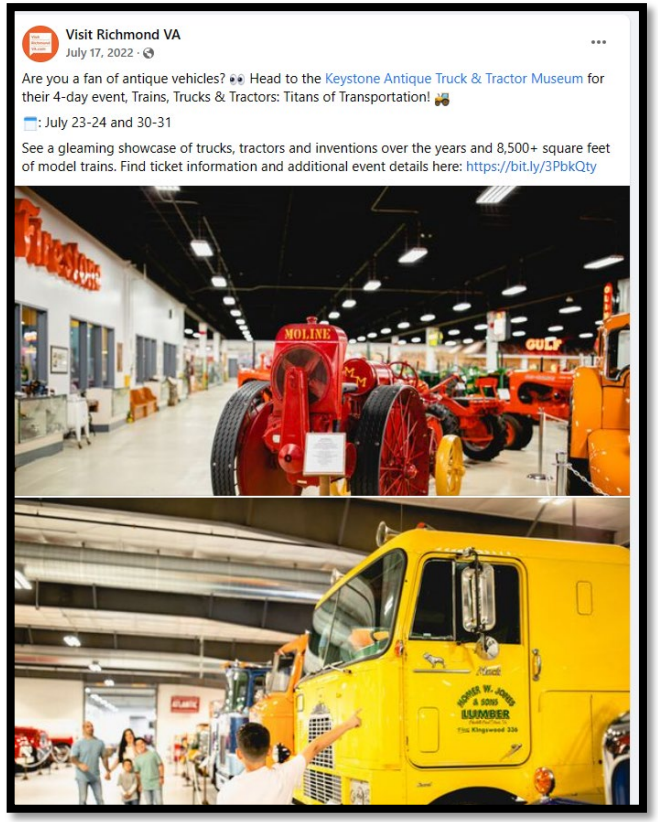
TRIPS BY DISTANCE[3] (IN MILES)

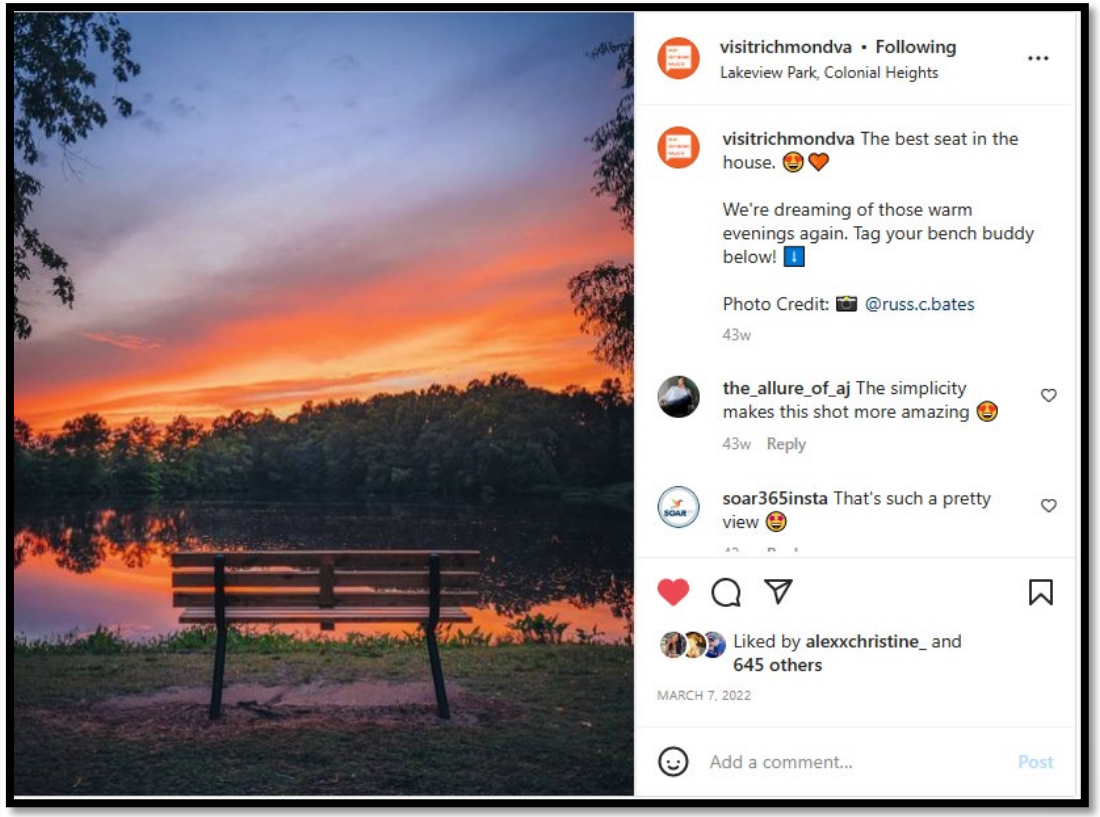


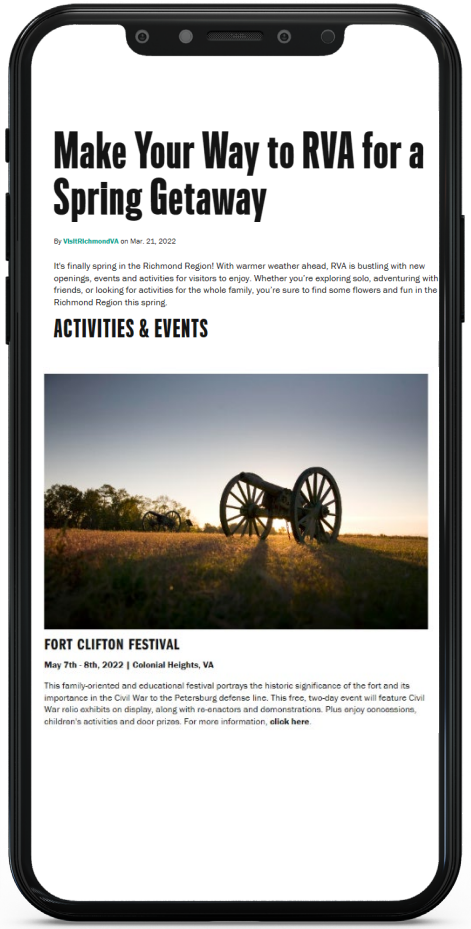
SEASON OF TRIP

JAN - MAR	APR - JUN
24%	23%
JUL - SEP	**OCT - DEC**
25%	27%

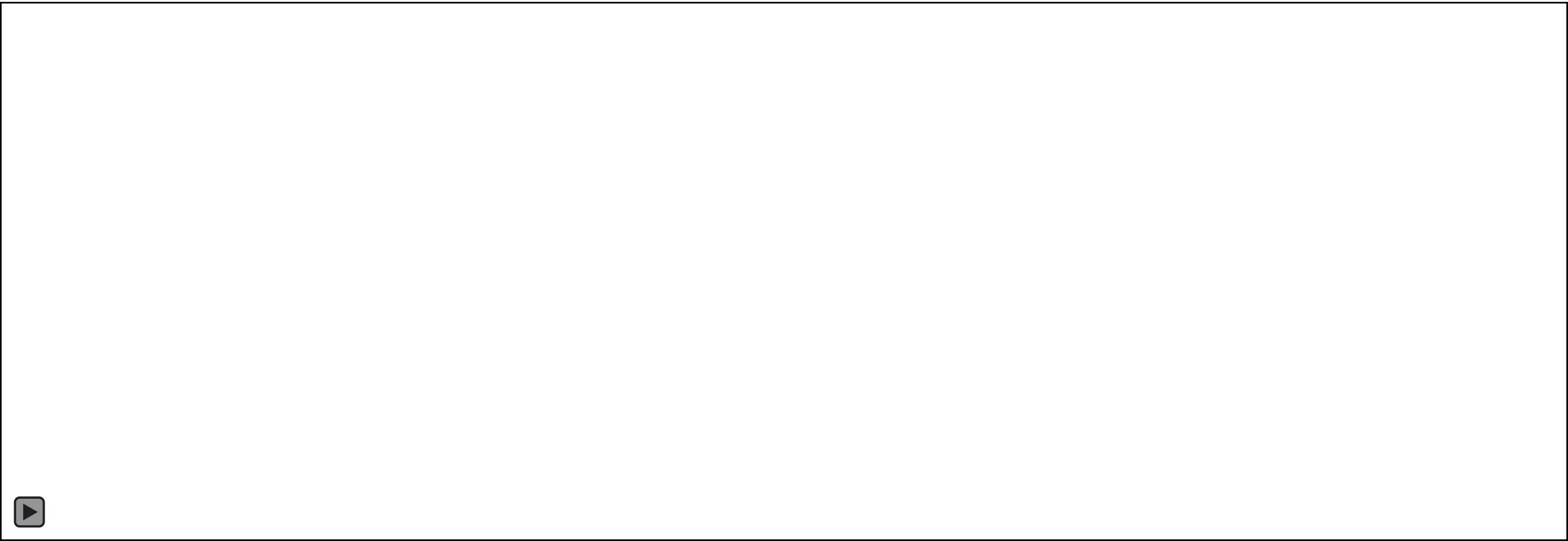
RRT Produced Social and Blog = Huge Reach!







Pause to View Video in other Format



Tourism Improvement District (TID)

The purpose of the TID is to drive visitation and hotel occupancy in the Richmond Region via a dedicated fund for marketing and sales activities to benefit the hotels, the Region and the entire community.



TID Steering Committee Members

- Neil Amin, Shamin Hotels
- Robert Reed, SMI
- Nick Patel, Kalyan Hospitality
- Ashley Lowrey, Apple REIT
- John Cario, Hilton Richmond Downtown
- Dan Schmitt, RMC Events, RRT Board of Directors Chair, Henrico County Board Supervisors
- Bridgette Bywater, Kings Dominion
- Dennis Bickmeier, Henrico Sports and Entertainment Authority
- Eric Terry, VRLTA, Regional, advisor



Key Elements of the TID

- The RRTID includes all lodging properties of 41+ rooms located within the boundaries of Chesterfield, Hanover, and Henrico counties, Town of Ashland, and the cities of Richmond and Colonial Heights.
- The annual assessment rate is two percent (2%) of gross short-term room rental revenue.
- Governed by a committee of hotel owners and operators acting as subcommittee of the Richmond Region Tourism Board of Directors.
- 10 year term



Key Elements of the TID

Example Sales & Marketing Activities:

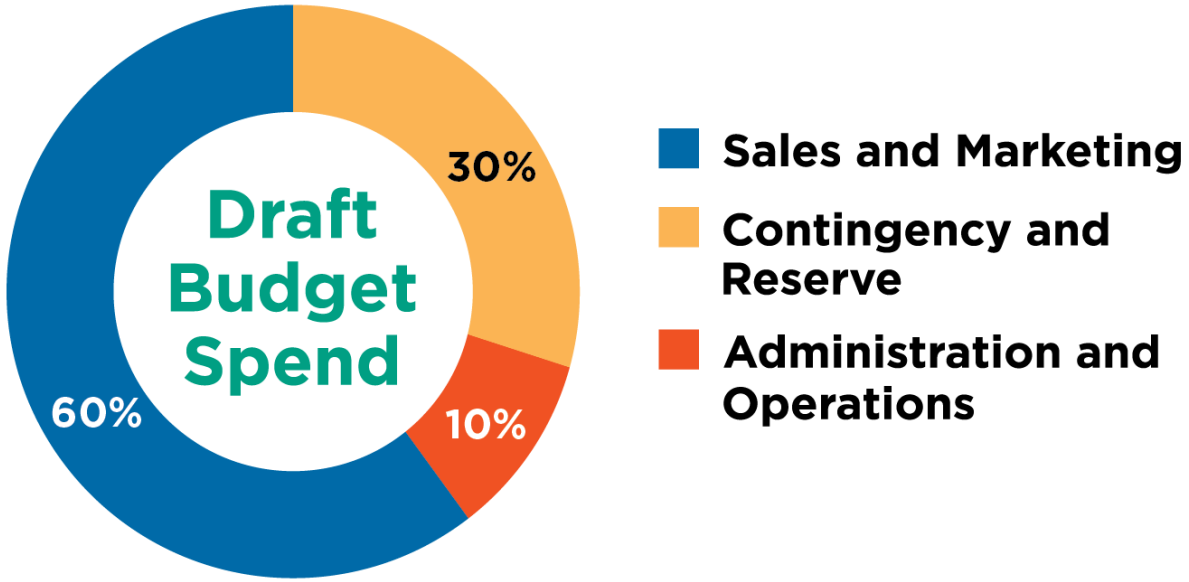
- Financial incentives to secure large-scale, high-profile sporting events and conventions
- Leisure marketing targeting need periods and lucrative origin markets.
- Membership dues for all assessed properties in Virginia Restaurant Lodging Travel Association

Annual work plan, finances and KPIs approved by TID Committee

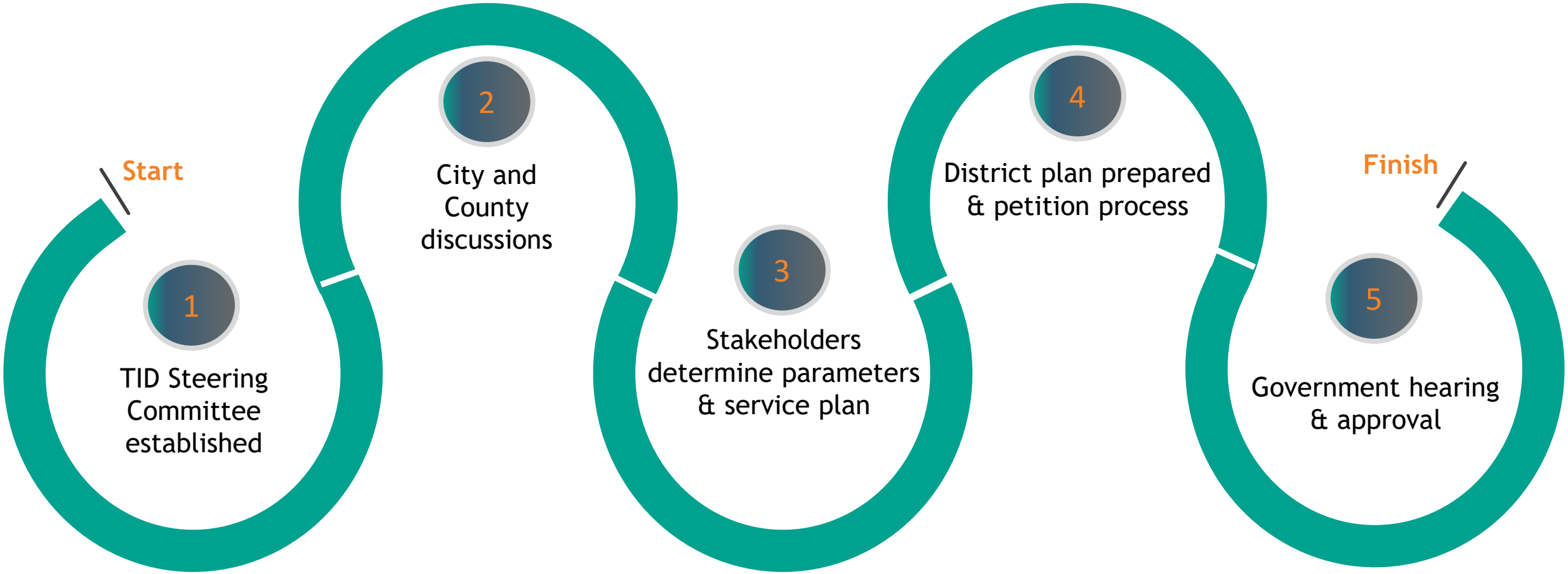


Key Elements of the TID

Estimated first year of collections: $8.2M



Road Map to TID Formation



From Our Team to Yours…



"Destination organizations are the experts. They have the tools, knowledge and relationships to provide the solutions. And most of all, they have something that no outside person will bring to the table: **They have a love of their community to see it through."**


THANK YOU!
RICHMOND
REGION
TOURISM

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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.

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

None

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10. Advertised Public Hearings

A. AN ORDINANCE NO 22-22

(Second Reading) Approving a Right of Way (easement) Agreement with Virginia Electric and Power Company d/b/a Dominion Energy Virginia.

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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 22-21

(Second reading) To ratify payment of a one-time $1,000 pandemic bonus to School Resource Officers provided by Colonial Heights Public Schools.

13. Introduction And Consideration Of Ordinances And Resolutions:

A. A RESOLUTION NO 23-2

Awarding the City Clerk a 5% salary increase.

13. Introduction And Consideration Of Ordinances And Resolutions:

B. A RESOLUTION NO 23-3

Renewing for four years Council's commitment to fund the local share of projects under agreement with the Virginia Department of Transportation and provide signatory authority to the City Manager or his designee.

13. Introduction And Consideration Of Ordinances And Resolutions:

C. A RESOLUTION NO 23-4

Specifying the regular meeting dates of the Colonial Heights City Council.

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

None

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15. Reports of Officers and Documents Related Thereto:

A. City Manager

1. General Activity Report

Dates of Interest

January 2023	February 2023	March 2023
January 17th (6:00 pm) - City Council Special Meeting - Council Chambers	February 3rd & 4th - City Council Retreat – Smithfield Station	March 7th (7:00 pm) – Planning Commission Meeting - Council Chambers (Tentative)
	February 7th (7:00 pm) – Planning Commission Meeting - Council Chambers	March 14th (7:00 pm) - City Council Regular Meeting- Council Chambers
	February 14th (7:00 pm) - City Council Regular Meeting- Council Chambers	March 21st (6:00 pm) - City Council Special Meeting – Council Chambers
	February 21st (6:00 pm) - City Council Special Meeting – Council Chambers (Tentative)	

CITY HOLIDAYS

- Monday, January 16, 2023 – (Government Offices Closed)
- Monday, February 20, 2023 – (Government Offices Closed)

CITY ACTIVITIES/EVENTS

- None at this time.

15. Reports of Officers and Documents Related Thereto:

A. City Manager

2. City of Colonial Heights Audit Statement

In accordance with requirements in the Code of Virginia §15.2-2511, if a locality's audit is not completed as required by this statute, the locality must promptly post a statement on its website, if such website exists, with the following information:

- **That the required audit is pending,**
- **The reasons for the delay,**
- **And the estimated date of completion.**

City of Colonial Heights Audit Statement

The City of Colonial Heights audit for the fiscal year ending June 30, 2022 is pending. The major factors for the delay of the audit are the implementation of a new financial system and vacancies in various important positions related to the audit: the Director of Finance (vacant for a significant portion of FY 21-22) and the Deputy Director of Finance. The City of Colonial Heights finance team is working diligently to complete their tasks for the auditors to prepare the audit report. Our estimated date of completion for the audit report is January 31, 2023.

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

B. City Attorney

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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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