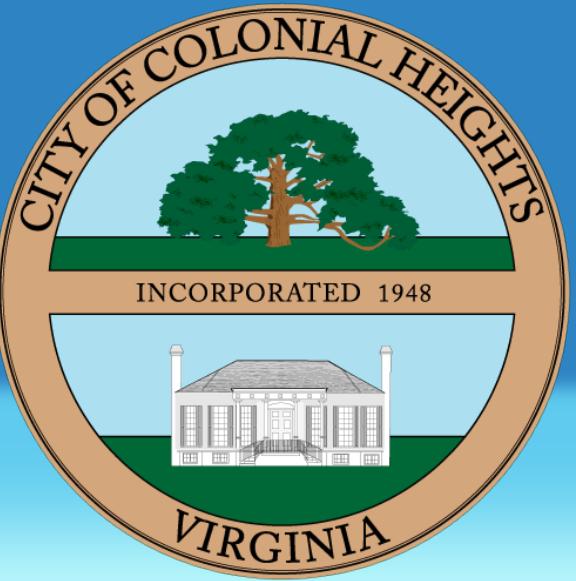


**Colonial Heights  
City Council Special Meeting  
January 14, 2025  
6:00 pm**



**Colonial Heights  
City Council Regular Meeting  
January 14, 2025  
7:00 pm**

# **Colonial Heights City Council Meeting**

## **January 14, 2025**



- 1. Call to Order**
- 2. Roll Call**
- 3. Devotion – Mayor T. Gregory Kochuba**
- 4. Pledge of Allegiance**
- 5. Adoption of Agenda**
- 6. Declarations of Personal Interest**



# Colonial Heights City Council Meeting

## December 10, 2024

### **7. Commendations And Presentations:**

*A. Recognizing Police Captain Mike Foster, Jr., Police Records Technician Robin Kester, and Utility Billing Supervisor Dianne Piotrowski for their years of dedicated service to the City of Colonial Heights.*

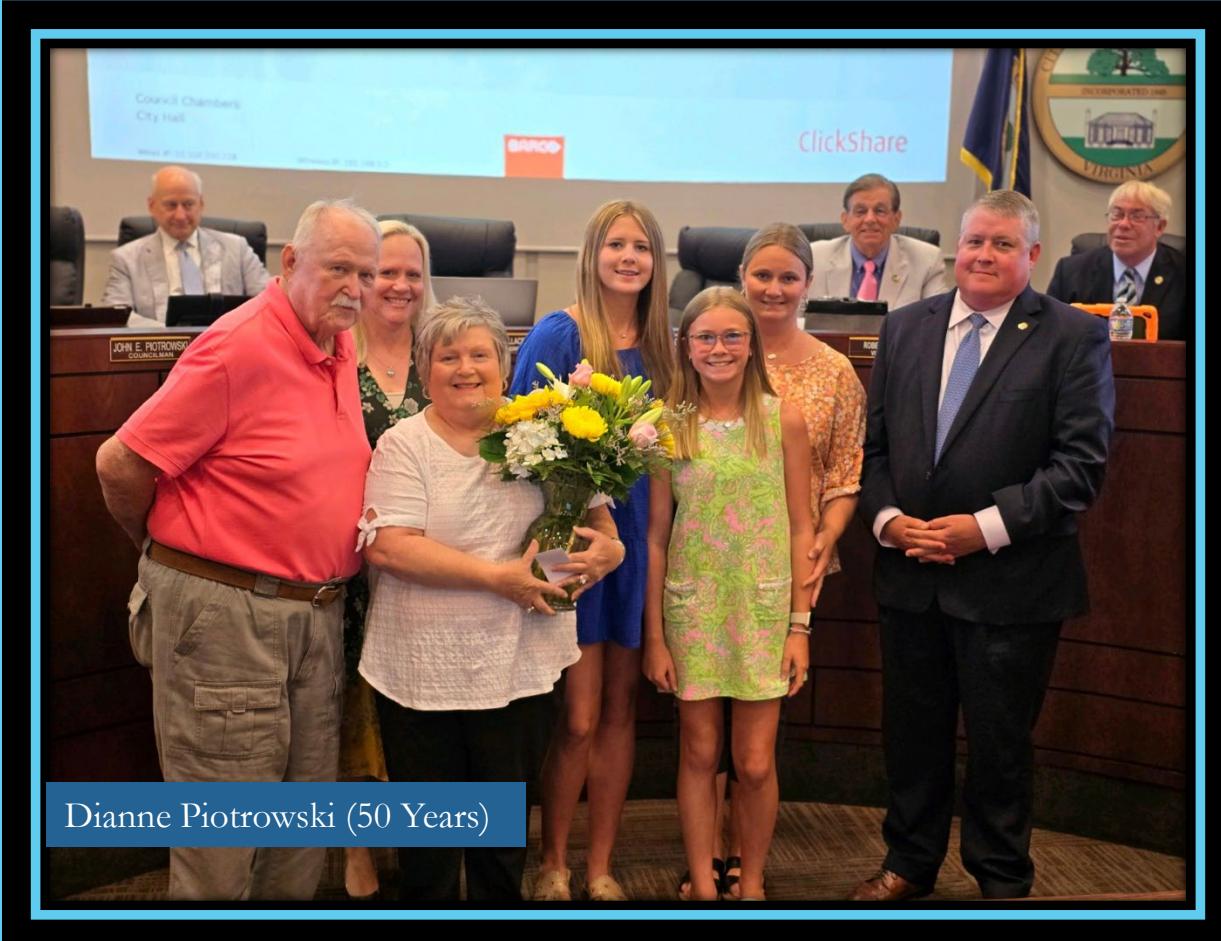
# Police Captain Mike Foster



# Police Records Technician Robin Kester



# Utility Billing Supervisor Dianne Piotrowski



# Colonial Heights City Council Meeting

## January 14, 2025



### **7. Commendations And Presentations:**

***B. Presentation of the Annual Tourism Update by Katherine O'Donnell, President and CEO and Danielle Fitz-Hugh, Vice President of Community Relations, Richmond Region Tourism***

# Colonial Heights

## 2024 Tourism Update



# RICHMOND

## #1 TOWN TO VISIT 2024



TOURISM SUPPORTS  
OUR COMMUNITY.



Regional cooperation fuels  
tourism's success.

# Richmond Region Still Breaking Records!



**Total Person - Trips**  
**17.9 Million**  
[+2.4% vs. last year]



**■ 62%  
DAY TRIPS  
11.1 Million**

**■ 38%  
OVERNIGHT  
TRIPS  
6.8 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**

**2022**

**6.6 million**  
overnight visitors  
spent **\$3.5 billion**

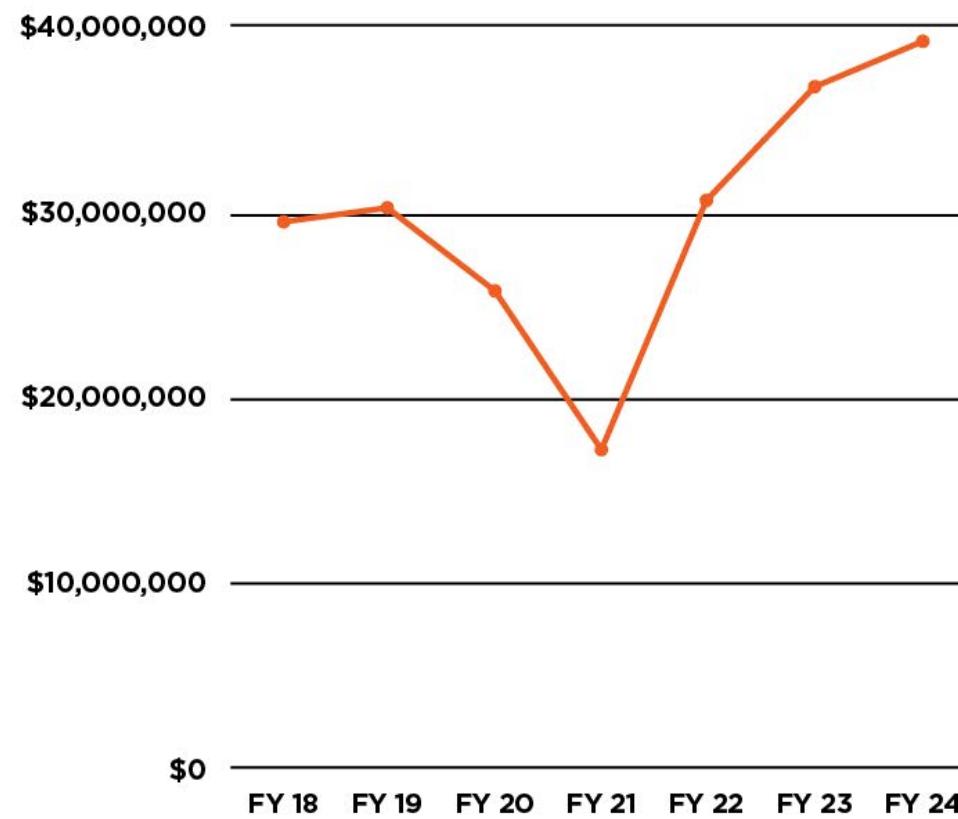
**2023**

**6.8 million**  
overnight visitors  
spent **\$3.7 billion**

## Colonial Heights Visitor Spending in 2023

- \$22.3 million
- Generated \$5.2 million in local taxes
- Supports 1,080 jobs and \$27.6 million in wages





# Record Occupancy Tax Collection in the Richmond Region

For the 2024  
fiscal year,  
total lodging  
tax revenue  
reached over  
\$39,000,000





Family &  
Friends



Business  
Travel

## FOUR TOURISM SECTORS



Meetings,  
Conventions &  
Sports



Leisure

# Visitor Demographics

## 5 TOP ORIGINATION MARKETS

1. D.C./Northern Virginia
2. Hampton Roads
3. Roanoke/Lynchburg
4. Raleigh/Durham, NC
5. New York, NY

## SEASON OF TRIP

JAN - MAR      APR - JUN

22%      26%

JUL - SEP      OCT - DEC

25%      27%



## LENGTH OF STAY

 DAY TRIP • 45.5%

 1-2 NIGHTS • 40.5%

 3+ NIGHTS • 14%

# Travel Media = National Attention for the Region!

FORBES > LIFESTYLE > TRAVEL

## The Ideal Hotel For Each Cosmic Sign And New Sleep Retreats This Spring

Ramsey Qubein Contributor  Ramsey Qubein covers the latest airline, hotel and cruise travel news.

Follow

TownePlace Suites and grill expert work together



TownePlace Suites Richmond Colonial Heights, Virginia is the 500th property for the Marriott Bonvoy ... [\[+\]](#) TOWNEPLACE SUITES

Celebrating its 500<sup>th</sup> hotel opening, Marriott Bonvoy's TownePlace Suites brand partnered with TikTok grilling expert Darryl Postelnick to design an at-home kit that can help create the perfect barbecue. The hotel brand already has a partnership with Weber Grills, offering their grills at many properties that guests can use while staying there. In the kit are all kinds of salts, grilling equipment and rubs, Postelnick's followers can recreate the kit and see what he recommends by following him online or checking into a TownePlace Suites to use one of the onsite Weber Grills.

WPIX New York City, NY

## 'Cosmic baseball' game played under black light in Virginia



'Cosmic baseball' game played under black light in Virginia

NEW YORK (PIX11) — In Colonial Heights, Virginia this past Saturday, there was a new take on the national pastime – cosmic baseball.

The Coastal Plain League lit up the diamond by playing under black lights, which made their baseballs, uniforms and bats glow in the dark of night.

[More New York Sports News](#)

It cost organizers around \$100,000 to put together and the first game sold out in just 24 hours. There will be more games later this month.

TRAVEL

## I Visited the World's Biggest Arby's, Because Why Not?!

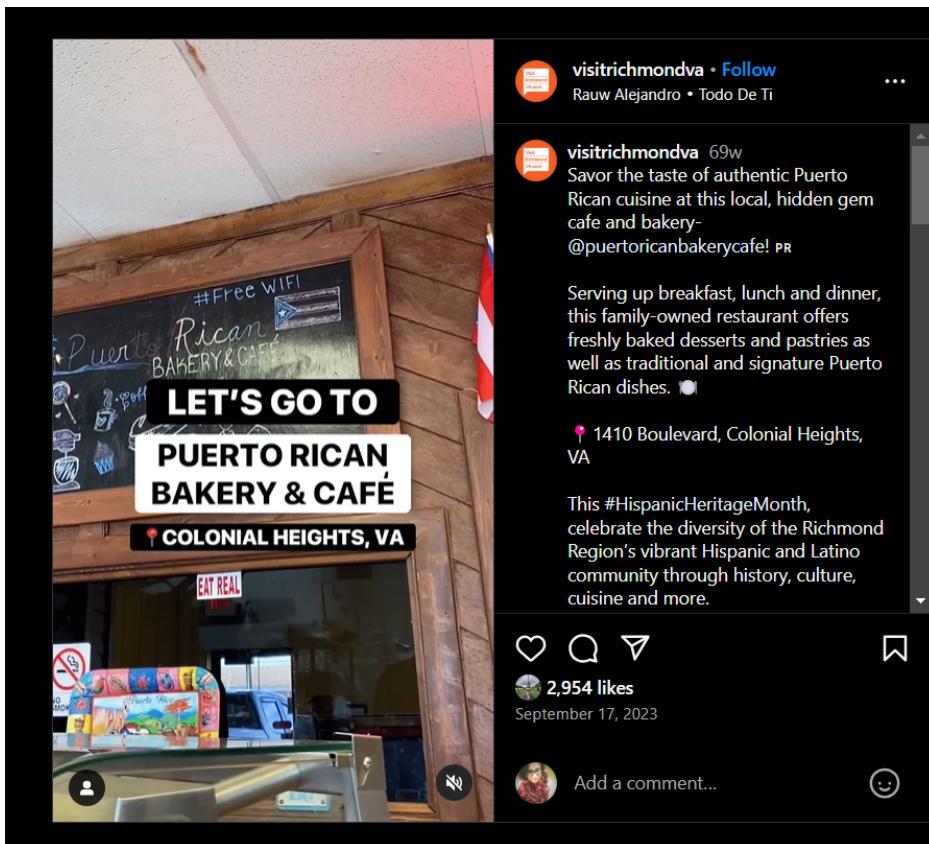
 Benji Harmon | Jul 27, 2024



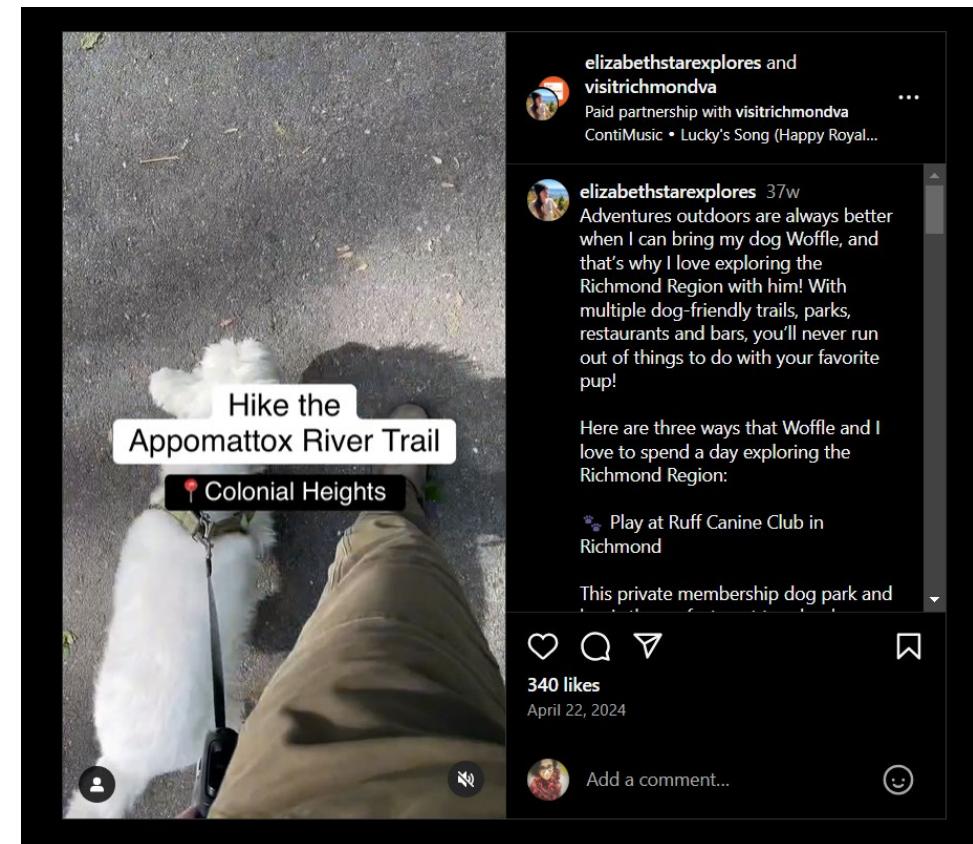
### WORLD'S BIGGEST ARBY'S LOCATION

Of all places, the world's biggest Arby's is in Colonial Heights, VA – just over 20 miles due south of Richmond. It's about a one to two mile drive east of Interstate 95, depending on the exit you choose. I'm rarely on this stretch of I-95, and I imagine many of you aren't, either. If I'm trying to get around Richmond, I opt for 295, adding a few miles but plenty more MPH. But my family and I were between two destinations where traversing this I-95 stretch made (enough) sense. If I was ever going to visit the world's biggest Arby's, this was the time to do so. I say this without a hint of irony.

# RRT Produced Social = Huge Reach

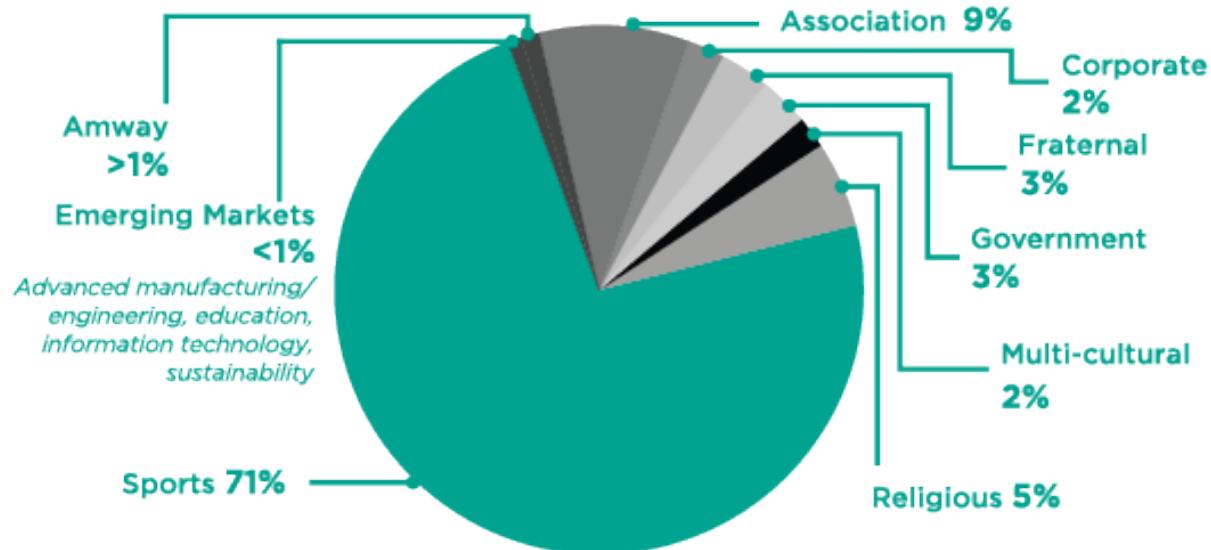


Puerto Rican Bakery and Café Reel  
68k views, 5,958 interactions  
3k likes, 41 comments, 2k shares, 925 saves

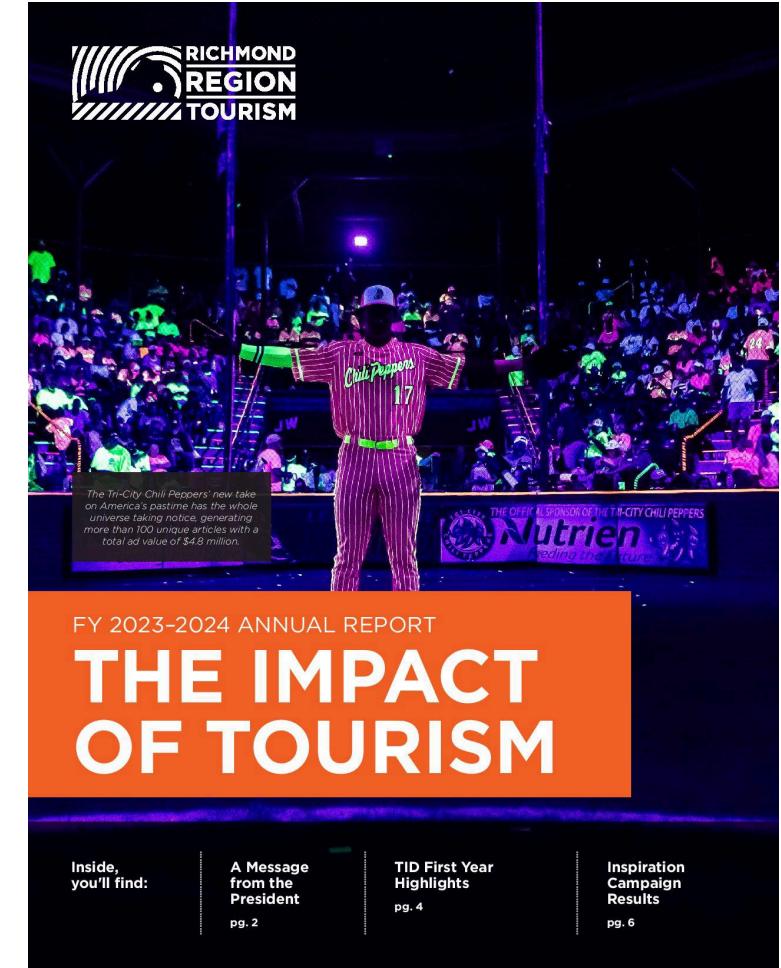


Appomattox River in Spend a Day with Your Dog  
16k views, 619 interactions  
338 likes, 31 comments, 148 shares, 102 saves

# Sports Tourism Continues to Shine



## 5 TOP SPORT TYPES HOSTED



# Colonial Heights 2024 Event Bookings

## 2024 USCAA Small College National Championships

- March 10-13, 2024
- VSU Multipurpose Center
- Estimated economic impact \$386,364



## For Inspiration & Recognition of Science & Technology (FIRST) Robotics Chesapeake 2024 District Championship

- April 5-7, 2024
- VSU Multipurpose Facility
- Estimated economic impact \$791,313



# Colonial Heights Hotel & Restaurant Support

---

- Richmond Volleyball Club
- Volley by the James (MLK Weekend)
- Boys East Coast and Girls South Atlantic  
Championship Williamsburg Starz Softball  
Tournaments

## Future News!

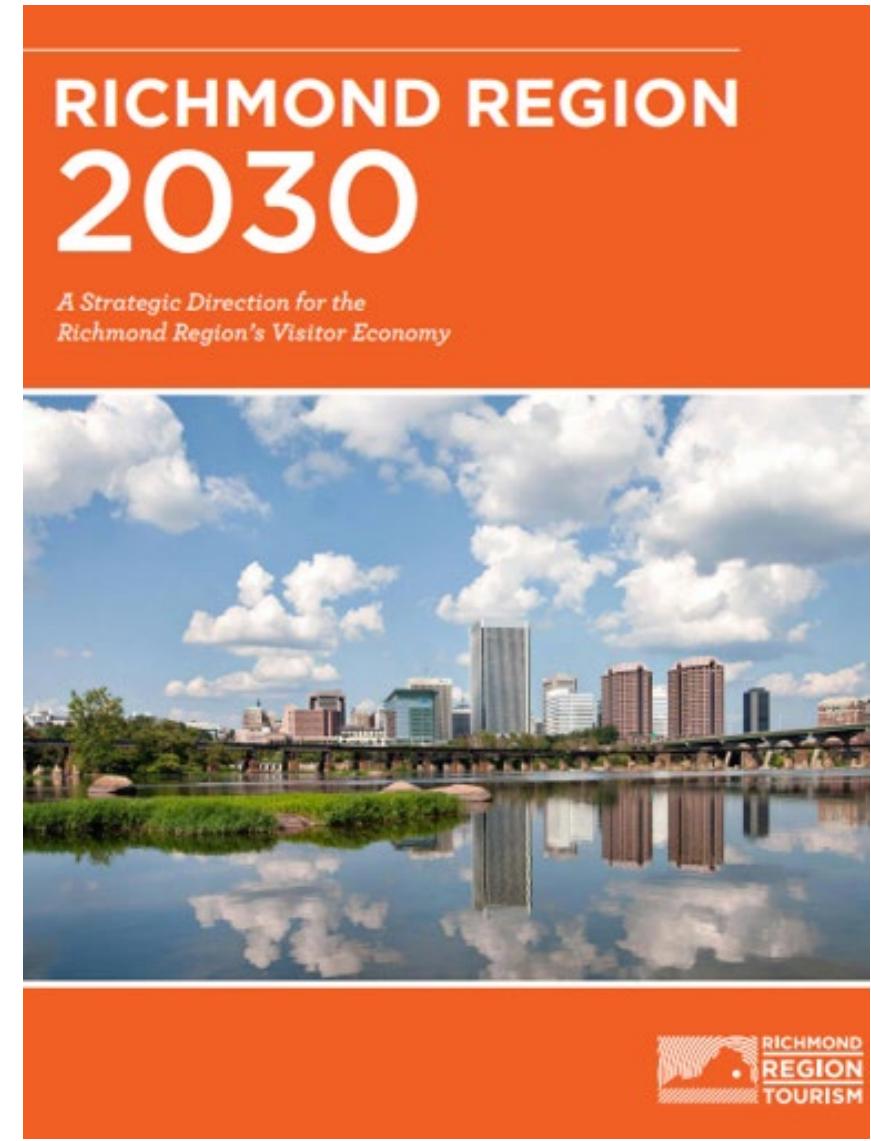
2025 CIAA Track & Field Championships



# Tourism Master Plan

*Responsibly grow our tourism industry for the benefit  
of all in our community*

1. Headquarter Hotel
2. Regional Inspiration Campaign
3. Sustainable Investment
4. Workforce Development Support  
for the Hospitality Community



# Headquarter Hotel

	500	1000	1500
Louisville, KY	1	2	3
Baltimore, MD	2	3	4
Tampa, FL	2	3	7
Columbus, OH	2	3	7
Milwaukee, WI	2	4	7
Cincinnati, OH	2	4	7
Charlotte, NC	2	4	6
Providence, RI	2	5	12
Richmond, VA	3	8	-
Raleigh, NC	3	-	-
Virginia Beach, VA	-	-	-

## City Center

Richmond, VA

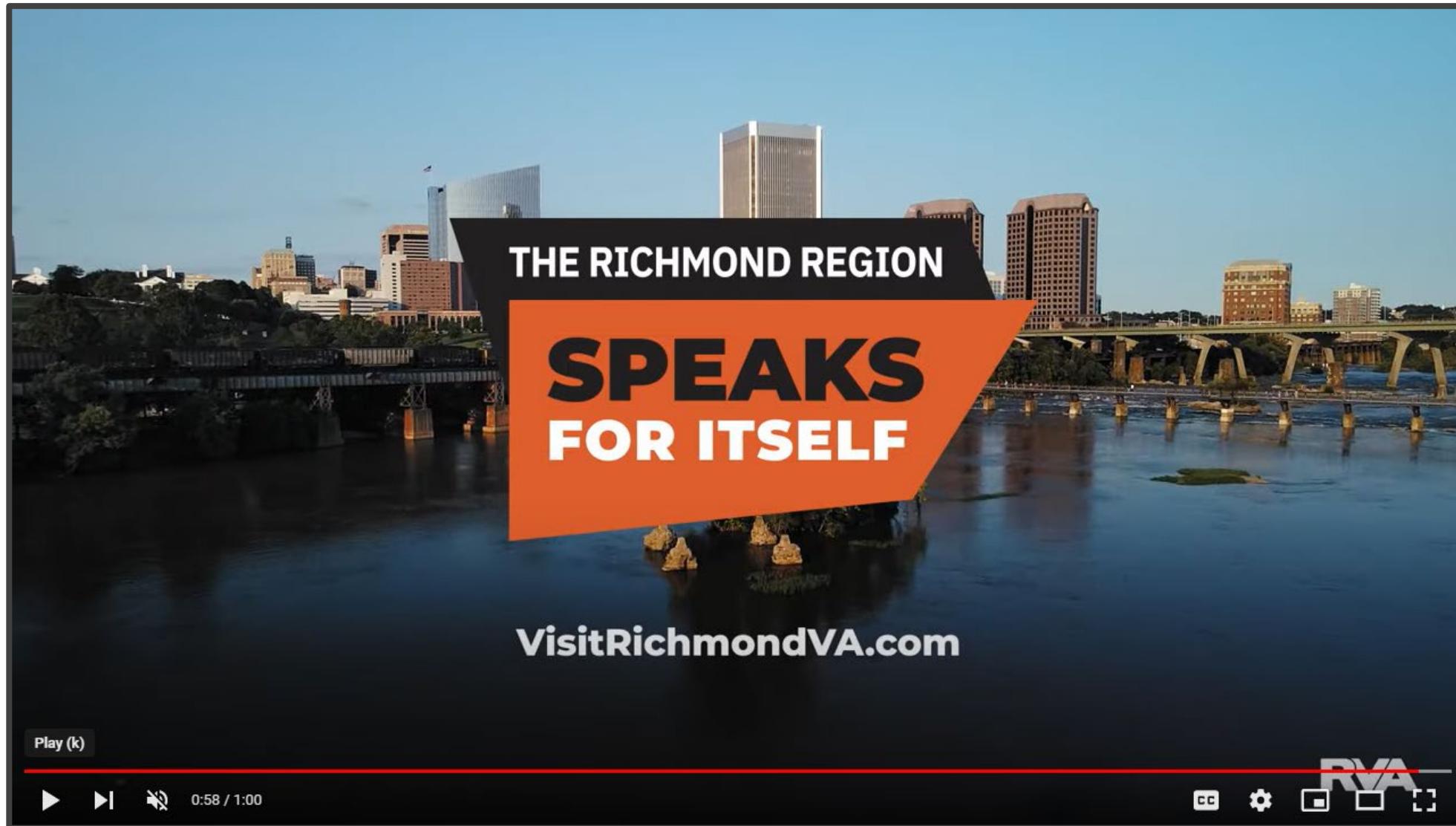
Looking for the ideal opportunity to invest in one of America's hottest cities? You're in the perfect place.



Rendering of north side of E. Clay Street between N. 8th and N. 9th, facing west



# Inspiration Campaign

A photograph of the Richmond, Virginia skyline across the James River. The city's buildings, including the Bank of America Tower and the Virginia State Capitol, are visible. A bridge spans the river in the foreground.

THE RICHMOND REGION  
**SPEAKS  
FOR ITSELF**

VisitRichmondVA.com

Play (k)

0:58 / 1:00

RVA

# THE INSPIRATION CAMPAIGN RESULTS

## SPEAK FOR THEMSELVES

The Inspiration Campaign, funded by ARPA monies given to our localities, has to date resulted in numbers that greatly surpassed our goals - so we will continue the campaign into 2024-2025 and it will now be funded by RRT and the TID.

### BRAND LIFT SURVEY

**51.2%**

INCREASE IN  
PERCEPTION OF THE  
RICHMOND REGION

**34%**

INCREASE IN "VERY  
LIKELY" TRAVEL  
CONSIDERATION

**123.3** million  
TOTAL IMPRESSIONS

**21.3** million  
CTV IMPRESSIONS

**35.6** million  
SOCIAL MEDIA  
IMPRESSIONS

**5.5** million  
SOCIAL MEDIA  
ENGAGEMENTS

**51.2** million  
DIGITAL RICH MEDIA  
IMPRESSIONS

**9.7** million  
INFLUENCER  
IMPRESSIONS

# Richmond Region Tourism is Always On!

- 11 New Tradeshows
- 4 Tradeshow Expansions
- 6 New Industry Partnerships
- 4 Partnership Expansions
- 3 Sales Missions
- 2 Familiarization Tours

## ***TOTAL CAMPAIGN RESULTS:***

**15,658** | **30,342** | **\$3,581,536**  
bookings | room nights | room revenue

**6,916** | **29,315** | **\$6,390,670**  
flights | travelers | total revenue

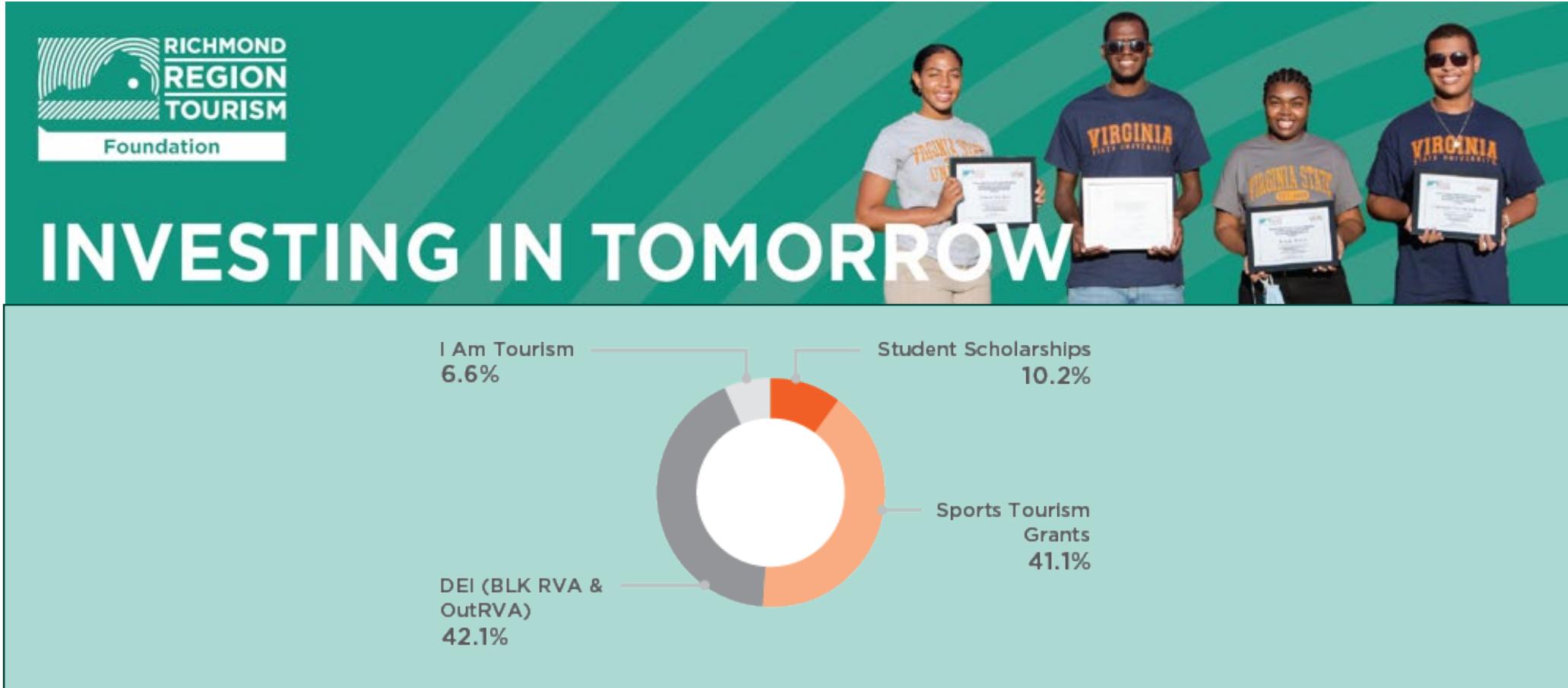
**6,681,079** | **1,072**  
Impressions | media hits



# Marketing Driving Visitors to Your Hotels



# Workforce Development



# Tourism Supports RVA Jobs



**TOURISM SUPPORTS**

**29,035**

**JOBS**

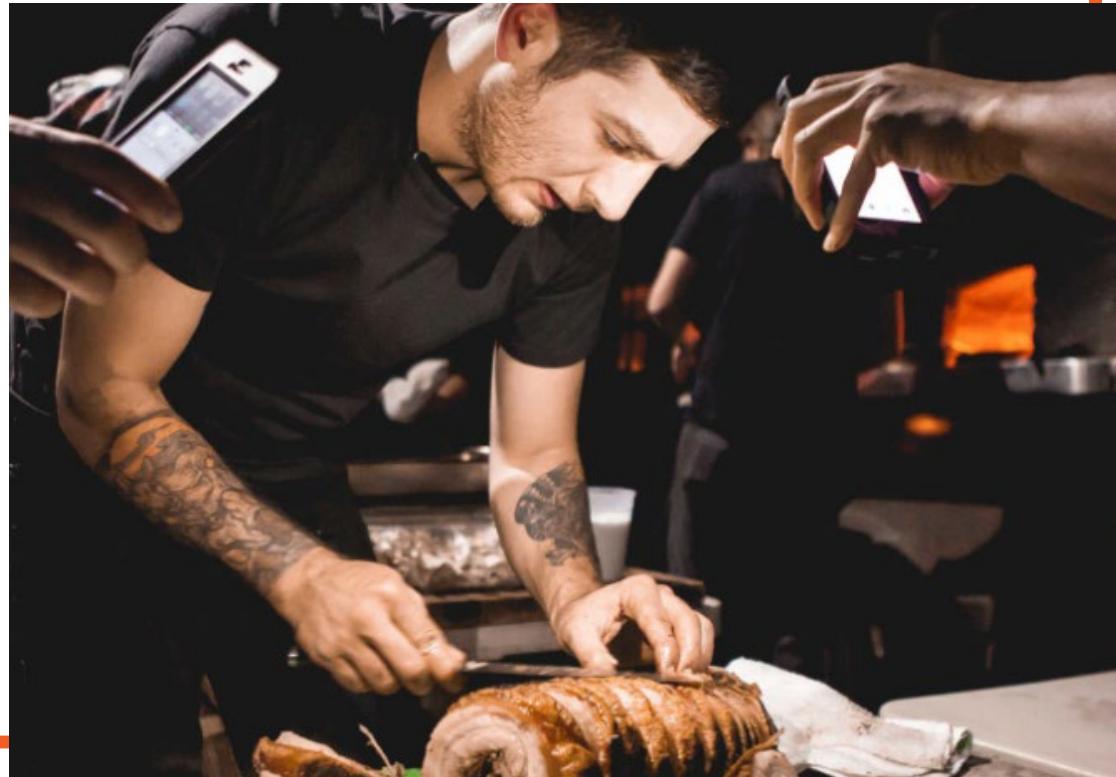
**WITH WAGES  
AND SALARIES  
TOTALING:**

**\$1.3 billion**

Source: <sup>1</sup>Longwoods International, calendar year 2023

<sup>2</sup>Tourism Economics, calendar year 2023

Number of visitors includes overnight and day trip visitors



## Food & Wine Magazine: Mama J's among 'greatest restaurants to work for' in America

### Tourism as a Career Path

- Americans whose first job was in travel went on to earn a maximum average **salary of \$82,400** by age 50
- Travel is one of the **top 10 largest** employers of middle-class wage earners in the U.S.
- Of Americans working part time while pursuing higher education, **more than half** were employed in travel-related industries.







visitblkrrva

...

# BLK RVA

## ABOUT BLK RVA

**Our mission** is to attract visitors to the Richmond region and inspire locals to embrace what's in their own backyard.

**We aim** to serve as a beacon of equity and inclusivity by supporting a thriving ecosystem of diverse hospitality and tourism businesses, and ensuring that Black-owned businesses share in the economic impact of local tourism.

BLK RVA IS AN INITIATIVE OF RICHMOND REGION TOURISM.

BLK RVA

visitblkrrva.com



# OutRVA



HUMAN  
RIGHTS  
CAMPAIGN

**2022**

**100**

**Perfect Score for LGBTQ+ Equality**

**MUNICIPAL EQUALITY INDEX**

**3RD CONSECUTIVE YEAR IN A ROW**

# Foundation Efforts Headlined by RVA Sports Awards

## Event Impact of the Year: Tri-Cities Chili Peppers-Faulkner Foundation

2024



**Female Athlete of the Year:** Rilee Baughn, Randolph-Macon College, Softball

**Male Athlete of the Year:** Tristan Wheeler, University of Richmond, Football

**Coach of the Year:** Cheryl Groce-Wright, Sports Backers

**Team of the Year:** Virginia Union University Football

**Youth Athlete of the Year:** Isaac Lamprecht, New Kent Highschool

**Youth Team of the Year:** Hanover High School Baseball

**Moment of the Year:** Joshua Parker, Collegiate High School Soccer (State Championship winning goal)

**Event Impact of the Year:** Tri-Cities Chili Peppers Baseball – Faulkner Foundation

**Community Champion Award:** Tony Squire

**Courage Story:** Samar Lemons

# Get Involved!

Learn



Invite



Share



@VisitRichmondVA



VisitRichmond



@VisitRichmond



VisitRichmond

# With Your Help Tourism is a Force for Good

---



## 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.

## VALUES:



PASSION



INCLUSIVENESS



INTEGRITY



INNOVATION



STEWARDSHIP

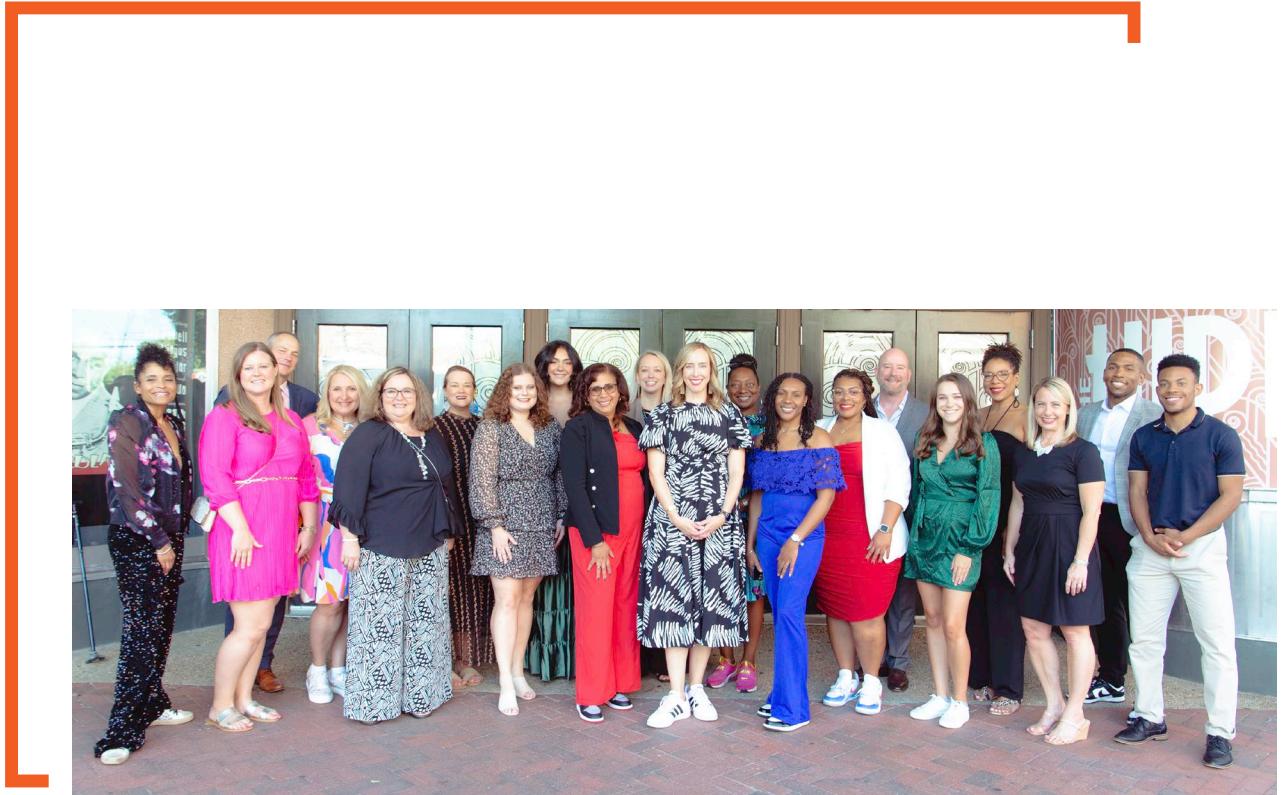


COURAGE

# 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.**

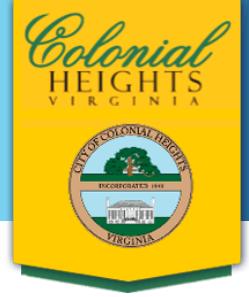


# Thank you!



# Colonial Heights City Council Meeting

## January 14, 2025



### **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

## January 14, 2025



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

***None***

# Colonial Heights City Council Meeting

## January 14, 2025



### 10. Advertised Public Hearings

**None**

# Colonial Heights City Council Meeting

## January 14, 2025



### **11. Hearing of Citizens Generally on Non-Agenda Items**

# Colonial Heights City Council Meeting

## January 14, 2025

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

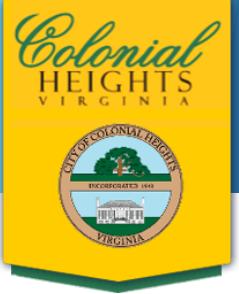
#### **A. AN ORDINANCE NO 24-FIN-21**

*(Second Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2024 and ending June 30, 2025, by appropriating \$4,584, consisting of \$1,084 in donations and \$3,500 in grant funds, to Public Safety and to Miscellaneous.*

*To amend the Recreation Activity Fund by appropriating \$3,000 in grant funds to Recreation Activities and to Miscellaneous & Fund Balance to fund a Tennis Program*

# Colonial Heights City Council Meeting

## January 14, 2025



### **13. Introduction And Consideration Of Ordinances And Resolutions:**

#### **A. AN ORDINANCE NO. 25-1**

*(First Reading) To amend § 51-54 of Chapter 51, Personnel Policies and Grievance Procedure, of the Colonial Heights City Code, to change the date of the Juneteenth City Holiday.*

# Colonial Heights City Council Meeting

## January 14, 2025



### **13. Introduction And Consideration Of Ordinances And Resolutions:**

#### **B. AN ORDINANCE NO. 25-FIN-1**

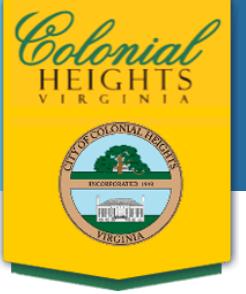
*(First Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2024 and ending June 30, 2025, by appropriating \$60,236, consisting of: 1) \$11,167 in state funds from the Department of Criminal Justice Services to Public Safety (\$10,829) and Judicial Administration (\$338) and to Intergovernmental Revenues; 2) \$5,000 in State Asset Forfeiture Restricted Fund Balance to Public Safety and to Miscellaneous; and 3) \$44,069 in grant funds to Public Safety and to Intergovernmental Revenues.*

*Also, to amend the General Fund Budget by transferring \$48,000 from Nondepartmental (Contingencies & Reserve) to General & Financial Administration for the City Attorney's Office.*

*To amend the Capital Projects Fund by appropriating \$16,691 to Miscellaneous and to Ambulance Replacement.*

# Colonial Heights City Council Meeting

## January 14, 2025



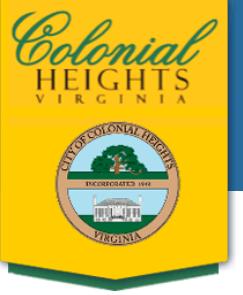
### **13. Introduction And Consideration Of Ordinances And Resolutions:**

#### **C. A RESOLUTION NO 25-2**

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

# Colonial Heights City Council Meeting

## January 14, 2025



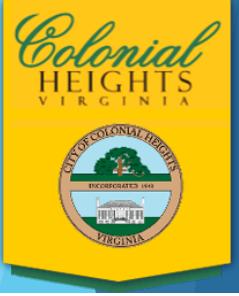
### **13. Introduction And Consideration Of Ordinances And Resolutions:**

#### **D. A RESOLUTION NO 25-3**

*Declaring the official intent of the City of Colonial Heights, Virginia to reimburse certain expenditures with proceeds of bonds.*

# Colonial Heights City Council Meeting

## January 14, 2025



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

**None**

# Colonial Heights City Council Meeting

## January 14, 2025

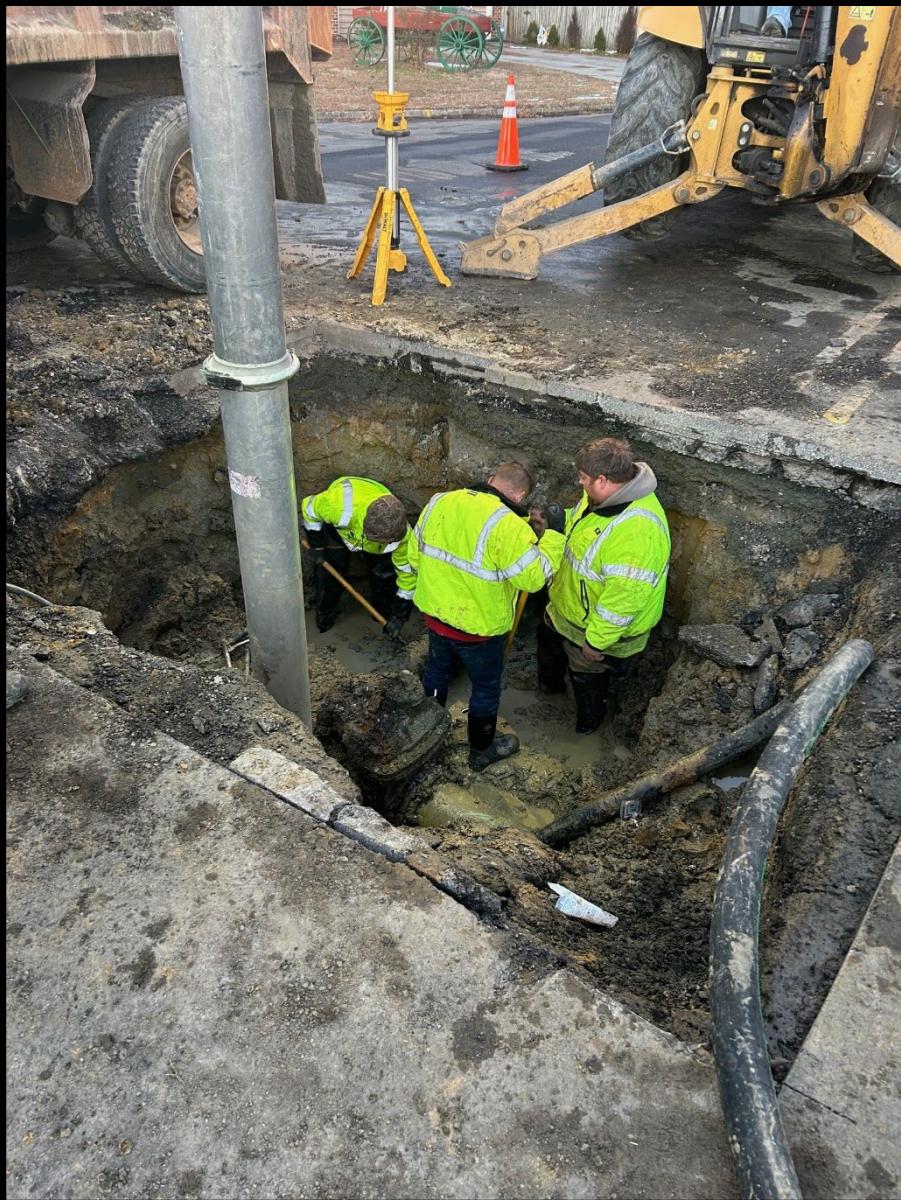


### **15. Reports of Officers and Documents Related Thereto:**

#### ***A. City Manager***

##### *1. General Activity Report*

# WATER MAIN REPAIR



# UPCOMING DATES OF INTEREST

January 2025	February 2025	March 2025
Jan. 21 <sup>st</sup> (6:00 pm) – City Council Special Meeting– Council Chambers	Feb. 4 <sup>th</sup> (6:00 pm) – Planning Commission Meeting - Council Chambers	Mar. 4 <sup>th</sup> (6:00 pm) – Planning Commission Meeting - Council Chambers
	Feb. 11 <sup>th</sup> (7:00 pm) – City Council Regular Meeting– Council Chambers	Mar. 11 <sup>th</sup> (7:00 pm) – City Council Regular Meeting– Council Chambers
	Feb. 21 <sup>st</sup> & 22 <sup>nd</sup> City Council Retreat @ Smithfield Station	Mar. 18 <sup>th</sup> (6:00 pm) – City Council Special Meeting– Council Chambers

## **CITY HOLIDAYS**

- Monday, January 20th, 2025 – (Government Offices Closed)
- Monday, February 17th, 2025 – (Government Offices Closed)

## **CITY ACTIVITIES/EVENTS**

- Tri-City Chili Peppers Home Schedule: Get your tickets now at [chilipeppersbaseball.com/schedule](http://chilipeppersbaseball.com/schedule). Season kicks off on May 22, 2025!

## **15. Reports of Officers and Documents Related Thereto:**

### ***A. City Manager***

#### ***2. City of Colonial Heights Audit Statement***

##### **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 with the following information:

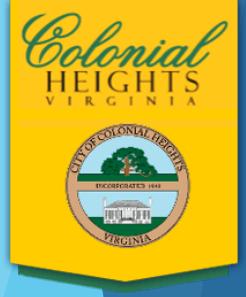
- That the required audit is pending,
- The reasons for the delay,
- And the estimated date of completion.

##### **City of Colonial Heights Audit Statement**

The City of Colonial Heights audit for the fiscal year ending June 30, 2024 is pending. The major factor for the delay of the audit is: delay in completion of the audit for the fiscal year ending June 30, 2023 resulting in significant delay in the year-end close and audit work for the fiscal year ending June 30, 2024. Our estimated date of completion for the audit report is March 31, 2025.

# Colonial Heights City Council Meeting

## January 14, 2025



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

#### ***B. City Attorney***

# Colonial Heights City Council Meeting

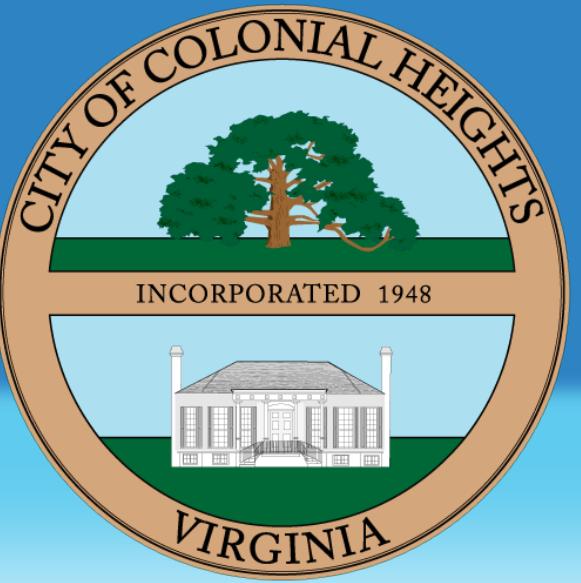
## January 14, 2025



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

#### ***C. Director Of Planning And Community Development***

##### *1. Planning Boards And Commissions Summary*



## 16. *Adjournment*

Colonial Heights  
City Council Regular Meeting  
January 14, 2025