



City Council Staff Report

Subject: Fiscal Year 2026 SURGE Campaign
Author: Patrick A. Duhaney, City Manager
Department: Convention and Visitors Bureau
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Type of Item: Informational

PRD

Summary

At the May 5 City Council meeting, Deputy City Manager Amanda Jarratt will brief Council on the Convention and Visitors Bureau's (CVB) new marketing and public relations strategy for the Resort Area.

The SURGE Campaign is designed to deploy immediate funding to support targeted marketing initiatives in key drive and fly markets, including Washington, D.C., New York, Philadelphia, Pittsburgh, Atlanta, and Charlotte. These funds will be allocated across digital media channels, Online Travel Agency (OTA) platforms, and other strategic marketing technologies.

The primary objective of the campaign is to stimulate visitation and generate increased tourism revenue for Virginia Beach over the next one to six months.

Should you have any additional questions or concerns, please contact me or Deputy City Manager, Amanda Jarratt, at ajarratt@vbgov.com.