



## **City of Virginia Beach Resort Advisory Commission 2024-2025 Annual Report to City Council**

**Chair:** Charles F. Cayton

**Date:** November 15, 2025

### **Executive Summary**

During the year covering the period of November 1, 2024 – October 31, 2025:

- The Resort Advisory Commission (RAC) and liaisons met 12 times.
- The RAC committees (Oceanfront Enhancement Committee (OEC), Planning and Design Review Committee (PDRC), Transportation, Parking, Pedestrian (TPPC), and Resort Investment (RIC), which consist of RAC members and volunteers, met for a cumulative total of 51 times.
- RAC members engaged with the following City Council appointed boards/commissions:
  - Bayfront Advisory Commission
  - Active Transportation Advisory
  - Advertising Advisory Committee
  - Transition Area/ITA Citizens Advisory Committee

Our most significant accomplishments are detailed in this report, along with recommendations for your consideration.

### **Mission Statement**

The Resort Advisory Commission was established in the mid-1980s to advise the City Council regarding projects and issues associated with the oceanfront resort area and such other resort and/or tourism-related projects and issues as the Council may refer to the RAC. The RAC's goal is to support the City Council's efforts to realize its vision of Virginia Beach as a quality resort destination.

### **Accomplishment of Goals and Objectives**

Over the past fiscal year, the RAC, through its appointed members, volunteers, and its liaisons, worked on the following key matters in furtherance of its mission:

1. Letters to the City Council:
  - a. Expressing appreciation for approving the VB Trail Federal Grant Application.

- b. Supporting the 90-Day Festival Task Force recommendations and updating the Oceanfront Parks Policy.
  - c. Expressing support for a disposable plastic bag tax.
  - d. Expressing support for improving e-bike safety.
  - e. Supporting City Council resolution requesting oceanfront retailers voluntarily remove indecent and/or vulgar displays from storefronts.
  - f. Expressing support for ITA Tourism Opportunities.
  - g. Expressing support for Oceanfront Public Safety Strategies.
2. Conducted a workshop and set the following as our top goals and objectives for FY 2025-2026:
    - a. Advise on the Central Beach Master Plan and market survey, sports tourism, and the City's Active Transportation Plan.
    - b. Serve as City Council's citizen advisory panel on Atlantic Park, Rudee Park, Central Beach Small Area Plan (including the MOCA building/site), Resort Area Parking, Atlantic Avenue Improvements Project, and the Aquarium.
    - c. Advise City Council on matters of tourism and Tourism Investment Program (TIP) fund expenditures for forecasted projects.
    - d. Collaborate with the Convention and Visitors Bureau on matters pertaining to the City's entertainment programs. Support 90-Day Festival Task Force recommendations.
    - e. Advocate for pedestrian and vehicular safety improvements on Pacific Avenue.
    - f. Assist in the update to the Resort Area Strategic Plan. (Last update was adopted by City Council on June 2, 2020.)
  3. Updated RAC Committee Guidelines.
  4. Received legislative update from Anne Ferrell Tata, Virginia House of Delegates (District 99).

## Membership and Attendance

### RAC Membership

Name	Professional Requirements
Almond, William	<b>Design Professional – Landscape Architect &amp; OBDR Liaison</b>
Barot, Harshad	<b>VB Division of Hampton Roads Chamber of Commerce</b>
Cayton, Charles- Chair	<b>Design Professional - Transportation</b>
DeNoia, Lisa	
Eason, Mike	
Gambrell, William	<b>Restaurant Association</b>
Hague, Debbie Lou	
Helfant-Browning, Dorcas	
Levinson, Michael	
Maloney, Jeremy	<b>Design Professional - Architect</b>
Mauch, Michael	<b>Restaurant Association</b>
Messman, Clifford	
Nachnani, Deepak	
Overholt, Lori Vice Chair	
Pittman, Katherine	<b>Executive Director – ViBe Creative District</b>
Rivera, Julian	
Ronan, Michael	
Spruill, Mia	<b>P.A.H.S.</b>
Stevens, Mark	<b>Resort Retailer</b>
Swan, Ronald	
Vonegloffstein, Aiden	<b>Kempsville H.S.</b>
Zirkle, John	<b>VB Hotel Association</b>

## Members Attendance

### City of Virginia Beach Resort Advisory Commission 2024 Attendance Record

## Members Attendance

Name	Term Expires on:	Jan 4	Feb 1	Mar 7	Apr 4	May 2	Jun 6	Jul 11	Aug 1	Sep 5	Oct 3	Nov 7	Dec 4	Total Present
Almond, William – Chair	12/31/2026	C	E	P	P	P	P	P	P	P	P	P	P	10/11
Baumann, Elizabeth	12/31/2025	C	P	E	P	P	P	P	P	P	P	P	P	10/11
Barot, Harshad	02/09/2028	C	P	P	P	A	P	P	P	P	E	A	E	7/11
Cayton, Charles- Vice Chair	12/31/2025	C	P	P	P	P	P	P	P	P	P	P	P	11/11
DeNoia, Lisa	12/31/2026	C					P	P	P	P	P	P	P	7/7
Eason, Mike	12/31/2024	C	P	P	P	P	E	P	P	P	P	P	P	10/11
Gambrell, William	12/31/2024	C	P	P	P	P	P	P	P	P	P	P	P	11/11
Levinson, Michael	12/31/2024	C	E	P/V	P	P	A	P	P	P	A	E	A	6/11
Maloney, Jeremy	12/31/2026	C	P	P	P	P/V	P	P	P	P	P	P	P	11/11
Mauch, Michael	12/31/2026	C	P	P	P	P	A	P	P	P	P	P	P	10/11
Melatti, Robert	02/28/2025	C	P	P	P	P	P	A	P	P	P	E	E	8/11
Messman, Clifford	12/31/2025	C	P	P	P	P	P	P	P	P	P/V	P/V	P	11/11
Nachnani, Deepak	02/28/2025	C	P	P	P	P	P	P	P	P/V	P	P	P	11/11

Name	Term Expires on:	Jan 4	Feb 1	Mar 7	Apr 4	May 2	Jun 6	Jul 11	Aug 1	Sep 5	Oct 3	Nov 7	Dec 4	Total Present
Overholt, Lori	12/31/2025	C	P	P	P	P	P	P	P	A	P	P	E	9/11
Pittman, Katherine	01/31/2026	C	P	P	A	P	P	P	P	P	P	P	P	10/11
Rivera, Julian	02/29/2028	C		P	P	P	P	P	P	P	P	P	P	10/10
Ronan, Michael	12/31/2025	C	P	P	E	P	P	P	P	P	P	P	P	10/11
Swan, Ronald	12/31/2028												E	0/1
Stevens, Mark	12/31/2027	C	P	P	P	P	P	P	P	P	P	P	P	11/11
Taylor, Robert	12/31/2025	C	A	A	A	P	P	P	A	A	P	A	R	4/10
Zirkle, John	12/31/2026	C	P	P	P	P	P	P	P	P	P	P	P	11/11
<b>This row indicates if there was a quorum; total number of members in person/total number of appointed members</b>		<b>0/20</b>	<b>15 /18</b>	<b>16/19</b>	<b>16/19</b>	<b>17/19</b>	<b>17/20</b>	<b>19/ 20</b>	<b>19/20</b>	<b>17/20</b>	<b>17/ 20</b>	<b>16/20</b>	<b>15/20</b>	

Key: Present (P) Present/Virtually (P/V) Absent (A) Resigned (R) Excused Absence (E) Canceled (C)

City Council and staff liaisons should be marked either P or P/V, if not in attendance, the block should be blank

If commissioners participate P/V, it must be annotated in the minutes where they remotely participated from and the reason – does not apply to City Council or staff liaisons.

Meetings lacking a quorum of members attending in person should be designated with an asterisk (\*)

## City Council Liaisons/Department Staff Liaisons

Name	Jan 4	Feb 1	Mar 7	Apr 4	May 2	Jun 6	Jul 11	Aug 1	Sep 5	Oct 3	Nov 7	Dec 4	Total Present
Taylor, Chris - CC Liaison	C												0/11
Remick, Robert “Worth”- CC Liaison	C	P	P			P	P	P	P	P	P	P	9/11
Bleakley, Lisa – Staff Liaison	C	P	P	P	P	P	P	P	P	P			9/9
Neal, Lisa – Staff Liaison	C	P	P	P	P		P	P	P	P	P	P	10/11

**Key:** Present (P) Present/Virtually (P/V) Absent (A) Resigned (R) Excused Absence (E) Canceled (C)

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**Meetings lacking a quorum of members attending in person** should be designated with an asterisk (\*)

**City of Virginia Beach  
Resort Advisory Commission  
2025 Attendance Record**

Name	Term Expires on:	Jan 9	Feb 6	Mar 6	Apr 3	May 1	Jun 5	Jul 3	Aug 7	Sep 4	Oct 2	Total Present
Almond, William	12/31/2026	P	P	P	P	P	P	P	P	P	P	10/10
Barot, Harshad	02/09/2028	P	P	P	P	P	P	P	P/V	A	P	8/10
Cayton, Charles- Chair	12/31/2028	P	P	P	P	P	P	P	P	P	P	10/10
DeNoia, Lisa	12/31/2026	P	P	P	P	P	P	P	P	P	P	10/10
Eason, Mike	12/31/2027	P	P	P	P	P	P	P	P	P	P	10/10
Gambrell, William	12/31/2027	E	P	P	P	P	P	P	P	P	P	9/10
Hague, Debbie Lou	12/31/2028	P	P	P	E	P	P	P	P	P	P	9/10
Helfant-Browning, Dorcas	12/31/2028									E	E	0/2
Levinson, Michael	12/31/2027	P	P	P	P/V	P	P	P	P	A	A	8/10
Maloney, Jeremy	12/31/2026	P	P	P	P	P	P	P	P	P	P	10/10
Mauch, Michael	12/31/2026	P	P	P	P	P	A	P	P	P	P	9/10
Melatti, Robert	02/28/2025	E	P	P	P	P	P	A				5/7
Messman, Clifford	12/31/2025	P	P	P	P	P	A	P	A	P/V	A	6/10
Nachnani, Deepak	02/28/2028	E	P	P	P	P/V	P	P	P	A	P	7/10
Overholt, Lori Vice Chair	12/31/2028	P	E	P	P	P	P	P/V	P	P	P	8/10
Pittman, Katherine	01/31/2026	P	P	P	P	P	E	P	P	P	P	9/10

Name	Term Expires on:	Jan 9	Feb 6	Mar 6	Apr 3	May 1	Jun 5	Jul 3	Aug 7	Sep 4	Oct 2	Total Present
Rivera, Julian	02/29/2028	P	P	P	P	P	P	P	P	P	P	10/10
Ronan, Michael	12/31/2025	P	P	P	A	P	P	P	A	P	P	8/10
Spruill, Mia	06/30/2026							P	A	P	P	3/4
Stevens, Mark	12/31/2027	P	P	P	P	P	P	P	P	P	P	10/10
Swan, Ronald	12/31/2028	P	P	P	P/V	P	P	P	P	P	P	9/10
Vonegloffstein, Aiden	06/30/2026							P	P	P	P	4/4
Zirkle, John	12/31/2026	P	P	P	P	P	P	P	P	P	P	10/10
<b>This row indicates if there was a quorum; total number of members in person/total number of appointed members</b>		17/20	19/20	20/20	16/20	19/20	17/20	20/22	18/21	17/22	19/22	

### City Council Liaisons/Department Staff Liaisons

Name	Jan 9	Feb 6	Mar 6	Apr 3	May 1	Jun 5	Jul 3	Aug 7	Sep 4	Oct 2	Total Present
Rosemary Wilson – CC Liaison	P	P	P	P	P	P	P		P	P	9/10
Remick, Robert “Worth”- CC Liaison	P	P		P		P	P	P	P	P	8/10
Brande Rumpf – Staff Liaison		P	P	P	P	P	P	P	P		8/10
Neal, Lisa – Staff Liaison	P		P	P	P	P	P	P	P	P	9/10

**Key:** Present (P) Present/Virtually (P/V) Absent (A) Resigned (R) Excused Absence (E) Canceled (C)

**City Council and staff liaisons** should be marked either P or P/V, if not in attendance, the block should be blank

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**Meetings lacking a quorum of members attending in person** should be designated with an asterisk (\*)



# RAC Resort Advisory Commission

City of Virginia Beach, Convention & Visitors Bureau

Volunteer	2024 Hours	2025 Hours	Total Hours
Almond, William	12:32	20:00	32:32
Barot, Harshad	8:22	18:00	26:22
Baumann, Elizabeth	15:12	0:00	15:12
Cayton, Charles	13:32	20:00	33:32
Damon, Watson	2:00	0:00	2:00
DeNoia, Lisa	16:02	20:00	36:02
Eason, Mike	16:02	22:00	38:02
Gambrell, William	15:02	18:00	33:02
Hague, Debbie Lou	0:00	18:00	18:00
Levinson, Michael	4:32	16:00	20:32
Maloney, Jeremy	16:02	20:00	36:02
Mauch, Michael	16:02	20:00	36:02
Melatti, Robert	6:02	10:00	16:02
Messman, Clifford	16:02	14:00	30:02
Nachnani, Deepak	14:02	16:00	30:02
Overholt, Lori	14:02	19:00	33:02

Volunteer	2024 Hours	2025 Hours	Total Hours
Pittman, Katherine	12:00	18:00	30:00
Rivera, Julian	16:02	20:00	36:02
Ronan, Michael	4:00	16:00	20:00
Spruill, Mia	0:00	6:00	6:00
Stevens, Mark	14:02	20:00	34:02
Swan, Ron	0:00	20:00	20:00
Taylor, Robert (Bob)	7:40	0:00	7:40
Vonegloffstein, Aiden	0:00	8:00	8:00
Zirkle, John	16:02	20:00	36:02
<b>Grand total</b>	<b>255:14</b>	<b>379:00</b>	<b>634:14</b>

## **Financial Report (if applicable)**

Trustee taxes gained through patronage of the local hospitality businesses flows to several funds including the Tourism Investment Program (TIP) fund. The TIP funding model enables taxes generated by tourism to be reinvested into tourism and sustains the number two economic driver of the Virginia Beach economy: tourism. The fund is fed by dedicated taxes and fees including: 5% Hotel Tax Rate, \$1/Room Night Flat Tax, 1.06% Meals Tax Rate, 80% Amusement tax, 20% Cultural Affairs tax, and Participatory Sports Tax Rate, 5 cents Cigarette Tax Rate, and Franchise Fees and Rental Income.

The current TIP Fund Projection is attached.

Please note that the RAC continues to be concerned about deviating from the original intent of the TIP fund. The City Council merged TGIF and Major Projects into the TIP fund in 2011 to provide opportunities for future Strategic Growth Areas, resort area maintenance, beach events, and economic development projects.

The RAC recommends consideration of TIP funding for the following CIP initiatives:

- Atlantic Avenue Improvements as recommended by the Atlantic Avenue Task Force
- Future Action Sports Opportunities
- Enhanced Resort Landscape Maintenance
- Resort Management Office increased support and expansion
- Resort Microtransit Program
- Visitor Center Adaptive Reuse
- Museum of Contemporary Arts Adaptive Reuse
- Rudee Park Development
- Sense of Arrival Improvements
- Boardwalk Bike Lane Expansion
- Resort Wayfinding Project

## **Goals and Objectives for the Coming Year**

1. Advise on the Central Beach Master Plan and market survey, sports tourism, and the City's Active Transportation Plan.
2. Serve as City Council's citizen advisory panel on Atlantic Park, Rudee Park, Central Beach Small Area Plan (including the MOCA building/site), Resort Area Parking, Atlantic Avenue Improvements Project, and the Aquarium.
3. Advise City Council on matters of tourism and Tourism Investment Program (TIP) fund expenditures for programmed and planned projects.
4. Collaborate with the Convention and Visitors Bureau on matters pertaining to the City's entertainment programs. Support the recommendations of the 90-Day Festival Task Force.
5. Advocate for pedestrian and vehicular safety improvements on Pacific Avenue.

6. Assist in the update to the Resort Area Strategic Plan. (Last update was adopted by City Council on June 2, 2020.)
7. Advocate for pedestrian and vehicular safety improvements on Pacific Avenue.
8. Drive legislation for effective enforcement of right-of-way infractions.
9. Engage in mobility matters and support the city transportation initiatives within the resort area.
10. Engage in matters of parking in the Resort Area.
  - a. Continue to work with RAMP guidance to determine gaps and best opportunities for parking.
11. Study potential effects of rezonings, Alternative Compliance, Form Based Code, and special exceptions on the resort area.
12. Update Resort Area Strategic Plan (*last update was adopted by City Council June 2, 2020*).
13. Review of 2040 Comprehensive Plan updates.
14. Develop a positive working relationship with City Council members.
  - a. Regular informative presentations during an informal session.
  - b. Regular one-on-one meetings between Resort Advisory Commission representative and Council members.
  - c. Regular invitations to City Council members to attend RAC and RAC committee meetings.
15. Act to improve family-friendly environment in resort area.
  - a. Encourage retailers to position vulgar merchandise away from the street level public eye.

## **Recommendations to City Council**

1. Continue implementation of unfinished priorities of Resort Area Strategic Action Plan (RASAP) 2030.
  - a. Provide for Sense of Arrival Master Plan
  - b. Streetscape and connectivity improvements for Central Beach
  - c. Resort Area Mobility Plan (RAMP)
  - d. Comprehensive Resort Parking Plan
  - e. Adaptive reuse of Museum of Contemporary Arts (MOCA) and the Virginia Beach Visitor's Center
2. Prioritize and support recommendations from the Victus report.
3. Fund action sports opportunities.
4. Study and effectively address pedestrian safety concerns along Pacific Avenue.
5. Study and plan for future traffic pressures placed on Pacific Avenue.
6. Fund the projection art project.
7. Include the RAC in planning/design development of Rudee Park and the Convention-Sports Center District (Central Beach).
8. Several current developments such as Atlantic Park and Rudee Park were not envisioned when RASAP 2030 was initiated. Involve the RAC in planning and development to make recommendations for the synchronization and seamless integration of the Resort Area current initiatives with the unfinished priorities of

RASAP 2030.

**Additional Information (if desired)**

The RAC will continue to engage with City Council members by inviting them to attend Resort Advisory Commission and committee meetings to enlighten all regarding the value of tourism to each resident of each district in Virginia Beach. Additionally, you will find attached you will find the FY Adopted TIP Fund High Level Summary.

**Closing**

Should you have any additional questions, or desire a formal presentation on the work of this team, please reach out to Chuck Cayton, Chair at [chuck.cayton@gmail.com](mailto:chuck.cayton@gmail.com) or 757.348.8389 or Lisa Neal, Staff Liaison at [LNeal@vbgov.com](mailto:LNeal@vbgov.com).

TIP Fund Projection

	FY 26 Adopted	FY 27 Projected	FY 28 Projected	FY 29 Projected	FY 30 Projected
<b>Revenues</b>					
<b>Taxes</b>					
Hotel Room (4.5%)	20,673,767	21,087,242	21,508,987	21,939,167	22,377,950
Hotel Room - Beach Events (0.5%)	2,297,085	2,343,027	2,389,887	2,437,685	2,486,439
Hotel Room - Flat (\$1 / room night)	2,756,419	2,756,419	2,756,419	2,756,419	2,756,419
Restaurant Meal (1.06%)	19,619,699	20,208,290	20,814,539	21,438,975	22,082,144
Amusement	7,578,563	8,685,132	8,858,835	9,036,011	9,216,732
Miscellaneous Revenue (Atlantic Park CDA)	2,088,240	2,088,240	2,088,240	2,088,240	2,088,240
Cigarette (5 cents)	404,996	384,746	365,509	347,233	329,872
<b>Other Revenues</b>	1,043,028	4,320,128	4,633,753	5,232,910	4,881,023
<b>Total Revenues</b>	<b>56,461,797</b>	<b>61,873,225</b>	<b>63,416,169</b>	<b>65,276,640</b>	<b>66,218,818</b>
<b>Expenditures</b>					
Beach Operations	3,618,487	3,726,890	3,838,542	3,953,540	4,071,986
Resort Maintenance	1,535,560	1,581,627	1,629,076	1,677,948	1,728,286
Resort Area Landscaping	1,380,538	1,421,954	1,464,613	1,508,551	1,553,808
Hampton Roads Transit	1,161,109	1,474,532	1,577,749	1,688,192	1,806,365
Boardwalk Art Show/ViBe Funding	340,500	340,500	340,500	340,500	340,500
MOCA Advertising	180,000	180,000	180,000	180,000	180,000
Entertainment Contract (IMGoing)	4,756,291	4,898,980	5,045,949	5,197,328	5,353,247
Other Events, Entertainment and Recreational Services	187,109	187,109	187,109	187,109	187,109
Sponsorship and Subsidies	2,500,000	2,500,000	2,500,000	1,500,000	750,000
Advertising, Marketing, and Promotion	614,896	633,343	652,343	671,913	692,071
Resort Management Office Operations	3,544,035	3,316,616	3,416,115	3,518,598	3,624,156
Lifeguard Services	1,228,647	1,290,079	1,354,583	1,422,312	1,493,428
Existing Debt Service	26,345,109	25,682,211	24,624,595	20,089,394	19,436,893
New Debt Service	0	2,609,756	2,544,512	25,521,944	24,880,633
Atlantic Park Performance Grant	2,581,276	2,000,000	1,000,000	0	0
Atlantic Park Development Agreement	2,088,240	2,088,240	2,088,240	2,088,240	2,088,240
PAYGO	4,400,000	2,800,000	1,150,000	1,500,000	1,143,060
Reserve	0	0	0	0	0
<b>Total Expenditures</b>	<b>56,461,797</b>	<b>56,731,837</b>	<b>53,593,926</b>	<b>71,045,570</b>	<b>69,329,782</b>
<b>Revenues Less Expenditures</b>	0	5,141,387	9,822,243	(5,768,930)	(3,110,964)
<b>Cumulative Fund Balance</b>	<b>53,804,926</b>	<b>58,946,313</b>	<b>68,768,556</b>	<b>62,999,626</b>	<b>59,888,662</b>

There are two changes of note that were previously discussed by Kevin Chatellier during the TIP Fund Overview presentation to City Council on August 19, 2025, have been made to the projection to more accurately reflect revenue trends moving forward. The projected amusement tax revenue has been adjusted up in FY 2026-27 to reflected actual revenue collection realized in FY 2024-25. This has been a noted trend with FY 2024-25 being the third consecutive year of over performing budgeted expectations. The second adjustment is to account for interest collected on fund balance. As the fund balance has grown in anticipation of draw down in the later years of the forecast period, interest collected would be more accurately reflected by a percentage collection instead of the flat amount budgeted previously. Interest in FY 2024-25 was 6.1% of the previous year's fund balance and that return rate will now be applied in calculations from FY 2026-27 through the remaining of the forecast period.

The following CIP project list projects are either fully funded or planned for in the out years of the Adopted FY 2025-26 CIP. All projects can be found in the Economic Development and Tourism CIP section except Rudee Loop Park Development which is in the Parks and Recreation CIP.

- **17th Street Improvements- Phase 1 Pacific to Cypress**
  - \$48,843,040
- **17th Street Regional Stormwater Management Facility**
  - \$28,700,000 (\$10 M from State Revenue)
- **Atlantic Avenue Street Improvements**
  - \$48,100,000
- **Atlantic Park Development Acquisition**
  - \$9,194,182
- **Atlantic Park Entertainment Venue**
  - \$54,997,614
- **Atlantic Park Parking**
  - \$45,950,000
- **Atlantic Park Streetscapes**
  - \$6,000,000
- **Atlantic Park Offsite Infrastructure**
  - \$36,567,955 (\$17 M from General Fund)
- **Convention Center Capital Maintenance**
  - \$52,929,218 (\$15,096,496 is PAYGO)
- **Oceanfront Capital Projects Reinvestment**
  - \$600,000 annually (\$6.1M from General Fund)
- **Oceanfront Restrooms**
  - \$2,833,484
- **Resort Parking District**
  - \$26,125,000
- **Rudee Loop Park Development**
  - \$50,000,000
- **Sports Tourism Infrastructure**
  - \$19,500,000
- **Virginia Beach Sports Center Maintenance**
  - \$7,336,120
- **Virginia Beach Amphitheater Capital Maintenance**
  - \$200,000 annually (\$3.8 M from General Fund)