



AGENDA

WORK SESSION OF TOWN COUNCIL
CHRISTIANSBURG TOWN HALL
100 EAST MAIN STREET
AUGUST 21, 2024 – 6:30 P.M.

(The meeting will be in-person)

WORK SESSION

I. CALL TO ORDER

II. ADJUSTMENT OF THE AGENDA

III. DISCUSSION AND ACTION BY MAYOR AND COUNCIL

- A. [Tourism](#)
- B. [Emergency Services Funding Requests for Montgomery County](#)

IV. ADJOURNMENT

Upcoming meetings of Council:

- August 27, 2024, 7:00 p.m. – Regular Meeting
- September 10, 2024, 7:00 p.m. – Regular Meeting
- September 18, 2024, 6:30 p.m. – Regular Work Session



**TOWN OF CHRISTIANSBURG
TOWN COUNCIL
AGENDA COVER SHEET**

AGENDA LOCATION:

Discussion and Action by Mayor and Council

MEETING DATE:

August 21, 2024

ITEM TITLE:

Tourism

DESCRIPTION:

The Montgomery – Blacksburg – Christiansburg Regional Tourism Office ([Regional Tourism | Montgomery County, VA \(montva.com\)](#)) was formed in June 2011 by agreement of Montgomery County and the Towns of Blacksburg and Christiansburg and funded by contribution of 1% of each localities lodging tax. In 2014, the agreement was revised to create a stand-alone office. The revised agreement allows localities to keep 15% of the 1.0% lodging tax collection for internal use for promotion of tourism (which Christiansburg has done since the revised agreement).

The office is staffed by an Executive Director and support position and is located to 200 Clay Street in Blacksburg. The office is responsible for promotion and marketing of the three localities and is governed by a Board of Directors comprised of the three local government managers. The office has a Tourism Development Council to provide guidance to the Operating Board and office staff. The Tourism Development Council is comprised of a Town Council representative as well as one representative from the hotel industry and one representative from the restaurant industry. The office maintains the tourism virtual visitor site: [Montgomery County – VA Regional Tourism Office – Go to Town! in Montgomery County, VA \(gotomontva.com\)](#).

The Town of Christiansburg's Fiscal Year 2024-25 Budget includes a contribution of \$179,445 to the Tourism Office, though this is subject to true-up per the agreement. The agreement requires a 12-month notification to withdraw by any of the three member localities.

Town Council voted on July 12, 2022 to provide such notice and Town Manager Wingfield sent the notice via e-mail on July 13, 2022. Town Council voted to rescind the notification on June 27, 2023.

Town Council again voted on March 12, 2024 to provide such notice and Town Manager Wingfield sent the notice via e-mail on March 13, 2024.

POTENTIAL ACTION:

Council Discussion/Action

DEPARTMENTS:

Administration

PRESENTER:

Randy Wingfield

ITEM HISTORY:

See above

ATTACHMENTS

2011 Tourism Agreement

<https://christiansburg.box.com/s/7he0ppljfnou4vf2tt4mps3t5o2xrshb>

2014 Revised Tourism Agreement

<https://christiansburg.box.com/s/gcjzmg4pnlah1hluu8e1qs3trot6yy9c>

2012 Bylaws

<https://christiansburg.box.com/s/9q7h6eod021jfhmhb0vldiefd8qoqp1r>

2016 Revised Bylaws

<https://christiansburg.box.com/s/q1zp5a47r18qdg9x32kjn0cvqqbcluu>

07-13-2022 Tourism Office Notification Letter

<https://christiansburg.box.com/s/6yu7frpycnnj9iiuik4q02efe3785xut>

03-13-2024 Tourism Office Notification Letter

<https://christiansburg.box.com/s/4tj9mm4dq6pfa700pdsvp0asnrj7z96t>

Economic Impact of Travel (spreadsheet)

<https://christiansburg.box.com/s/qnuho2efeztvo0d82unvt5rie07sf5fe>

Direct Economic Impact and Spending Shares by Industry (spreadsheet)

<https://christiansburg.box.com/s/l24y2m318413fsi7nvxyc8t3swnwq4u8>

Meals and Lodging History (spreadsheet)

<https://christiansburg.box.com/s/6cm1sueu01xsjnp4vvkctbas2nfw16fl>

Sales Tax History (spreadsheet)

<https://christiansburg.box.com/s/oysaiyoba62n4nhmik1xe8l8h2l5ptw>



**TOWN OF CHRISTIANSBURG
TOWN COUNCIL
AGENDA COVER SHEET**

AGENDA LOCATION:

Discussion and Action by Mayor and Council

MEETING DATE:

August 21, 2024

ITEM TITLE:

Emergency Services Funding Requests for Montgomery County

DESCRIPTION:

Christiansburg Fire Department and Christiansburg Rescue Squad are departments of the Town with facilities located at 110 Depot Street, N.W. and 190 Depot Street, N.W. respectively. The Town of Christiansburg provides both Fire and Rescue services within the unincorporated portions of Montgomery County per the respective services districts – see attached maps links. Historic Town funding for Fire and Rescue and calls answered within and outside of Town are indicated in separate attached spreadsheets.

Montgomery County provides equipment and funding for both Fire and Rescue response in Montgomery County (see attached Montgomery County Fire and Rescue Contributions spreadsheet) however this does not adequately cover the costs of providing these services to the unincorporated portions as staffing has become an increasing expense, in part because of a decline in volunteerism and because of the training demands.

Additionally, the Town has been considering potential new Fire and Rescue facilities, which will increase staffing demands and incur great capital expenses for land acquisition, construction, and equipping (though would facilitate better response both inside and outside Town).

On June 13, 2024, Christiansburg Town Council had requested Town Manager Wingfield to approach Montgomery County Administrator Angie Hill regarding the potential for increased funding for Fire and Rescue services, and Mrs. Hill relayed that she would want a letter detailing the request to present to the Board of Supervisors. Chief of Fire and Rescue prepared the attached Fire and EMS Report to help facilitate the request discussion.

POTENTIAL ACTION:

Council Discussion/Direction

DEPARTMENTS:

Administration

PRESENTER:

Randy Wingfield

ITEM HISTORY:

See above

ATTACHMENTS:

Fire service area map

<https://christiansburg.box.com/s/j5t6yhu5u4bbh0445w6sbrjqg29udoi0>

Rescue service area map

<https://christiansburg.box.com/s/cx7tp63gieco8mv3i5gnjta2b2d695cx>

Town of Christiansburg Fire and Rescue Calls Answered by Town and Unincorporated Montgomery County (spreadsheet)

<https://christiansburg.box.com/s/68eppl9q0sl0q9l3keyjppb2ikelqaf4>

Town of Christiansburg Fire and Rescue General Fund Allocation and Revenue Recovery (spreadsheet)
<https://christiansburg.box.com/s/qr19c84exmxwwefk1dp33mtjav8kqut1>

Montgomery County Fire and Rescue Contributions (spreadsheet)
<https://christiansburg.box.com/s/fqow93ug2ks4ur1cvqp362uk24p70un9>

Montgomery County Property and Machinery and Tools Tax Collections with Christiansburg (spreadsheet)
<https://christiansburg.box.com/s/c2db0y404mwfjx7gtiilb0dl6k3tbro9>

Montgomery County Sales Tax Collection (spreadsheet)
<https://christiansburg.box.com/s/otonykdiavgibftkxgn7jwvt3o3y9rpq>

Christiansburg Fire and EMS Report
<https://christiansburg.box.com/s/1plpunrhqucfbwbnwkwaydwhn430p8aq>