




City Council Staff Report

Subject/Title: College Beach Week Resident and Visitor Communications Plan
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Department(s): Communications
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Executive Summary

The City of Virginia Beach is actively preparing for a busy spring weekend April 8-10, 2022. Several contracted sporting tournaments and events, as well as a significant volume of unpermitted college spring break activity similar to 2018 College Beach Week (estimated attendance 30,000+), will generate significant volume to our city with a heavy saturation within the resort area. While we historically have seen this college activity much later in the month, City staff activated quickly to develop preparation and operation plans once it was identified for this weekend instead. Our goal is the same as it is for all major events: (1) to inform our residents of impacts in advance and (2) to enable our visitors to enjoy their time in our city while making sure we are fully prepared to address issues such as crowds, traffic, safety and communication.

CONTRACTED WEEKEND EVENTS

Nightly entertainment is scheduled April 8-10 at 7th St. Stage, 17th, 24th, and 34th Street Parks

Start Date	End Date	Event/Group	Facility	Estimated Attendance
4/6/2022	4/9/2022	Virginia Association of Surveyors	Hotel	TBD
4/7/2022	4/10/2022	Speedo Premier Racing Championships – Swimming YOUTH EVENT	YMCA	250
4/7/2022	4/10/2022	Wavedaze	17th - 14th Street Beach/Ocean	300
4/8/2022	4/9/2022	Association of General Contractors	Hilton Virginia Beach Oceanfront	20-30
4/8/2022	4/10/2022	Hoopfest Live – Basketball YOUTH EVENT	Sports Center	1,875
4/8/2022	4/10/2022	Ocean Tumblers Spring Fling YOUTH EVENT	Sports Center	3,000

4/8/2022	4/10/2022	SKILLS USA of VA YOUTH EVENT	Center/Citywide	2000
4/8/2022	4/10/2022	VA Wesleyan University Alumni Weekend	VA Wesleyan	500
4/8/2022	4/10/2022	Sports Club on the Beach	57 th Street beach	200
4/8/2022	4/10/2022	Nightly Entertainment at the Oceanfront	7 th Street Stage 17 th Street Park 24 th Street Park 34 th Street Park	varies
4/8/2022	4/10/2022	SGK Gun Show	Convention Center	1,500
4/9/2022	4/9/2022	Hampton Roads Vision Walk	Mount Trashmore	1,000
4/9/2022	4/9/2022	Sertoma Spring Fever	Holiday Trav-L-Park - 1075 General Booth Blvd	1,700
4/9/2022	4/9/2022	Hope Lutheran Church Easter Eggstravaganza	Hope Lutheran Church - 5350 Providence Road	1,000
4/9/2022	4/9/2022	Sertoma Spring Fever	Holiday Trav-L-Park - 1075 General Booth Blvd	1,700
4/9/2022	4/9/2022	Light it Up Blue Petes	Blue Petes Restaurant - 1400 N. Muddy Creek Road	400
4/9/2022	4/10/2022	Farmers Market Spring Carnival	Farmers Market	varies

Several tactics have been developed as part of an enterprise communications strategy leading up to and during the weekend to include:

- Dedicated informational website landing page www.vbgov.com/CBW22 that includes anticipated traffic plans and FAQs
- Feedback survey www.publicinput.com/CBW22
- Community meetings/outreach with key stakeholder groups led by VBPD and other key City-involved departments
- Advance outreach to event planners through Convention & Visitors Bureau
- Text alert feature through RAVE alert software for real-time weekend updates
- Digital toolkit for local businesses

Funding Source/Resource Impacts

The Communications Office has partnered with the Convention & Visitors Bureau and the Resort Management Office to provide signage/flyers (\$500) and a paid media campaign (social media and geofenced digital banner ads) in advance of the weekend (\$10,000) to educate residents and visiting students of preparation plans and resources available throughout the weekend to ensure a safe, enjoyable experience for all.

Attachments

- Creative samples for resident and student messaging initiative

welcome! TO THE BEACH 2022 APRIL 8 - 10

SOCIAL MEDIA MESSAGING FOR STUDENTS



FLYERS FOR BUSINESSES



welcome! TO THE BEACH APRIL 8 - 10 2022

SOCIAL MEDIA MESSAGING FOR RESIDENTS



GUEST CHECK-IN FLYER

