

Re-establishing Resort Management Office (RMO)

- Re-established as stand-alone City Office by City Council Resolution on September 1, 2020 and by funding appropriation on December 1, 2020
- Foundation of RMO – Transfer of 8 existing FTEs from Convention & Visitors Bureau
- Where we assist our residents and visitors from:
 - ✓ 2101 Parks Avenue, 3rd Floor – Special Events Permitting, Resort Franchises, Entertainment Programming
 - ✓ 401 Virginia Beach Boulevard (Arctic Ave/17th St.) Field Office – Overall Resort Management coordination and Ambassadors

Resort Administrator (New)

Resort Management Office Analyst (New)

Special Events & Programming

Code Enforcement

Homeless Outreach

Ambassador Program

Existing 8 CVB Employees

1) Code Enforcement Inspector (1 new)
2) Planning/ Zoning Inspector (1 new)

Outreach Specialists (2 new)

New Contracted Service

Beach Events Contracted Entertainment Services

10 FTEs in RMO
4 FTEs Housing & Planning
14 Total FTEs

Close coordination with

Maintenance

Parking

Public Safety

Coordination with Public Works & Parks & Rec

Coordination with SGA – Parking

Coordination with Fire, Police, EMS

New Resort Management Enhancements for FY 22

- Increased entertainment programming + \$1.25 million = \$4.3M annually
- Increased resort ambassador funding + \$250,000 = \$1.25M annually
- Rapid Response Team for Repairs – In Public Works budget
- All funded from Tourism Investment Program

Virginia Beach unleashes patrols to clean up the Oceanfront and help make it safer

By STACY PARKER
THE VIRGINIAN-PILOT
APR 06, 2021 AT 11:55 AM



Cody Snedeker cleans a sidewalk along Atlantic Avenue as a part of the Virginia Beach Resort Area Ambassadors on Monday, April 5, 2021, in Virginia Beach, Va. (Kaitlin McKeown/Virginia Media)

VIRGINIA BEACH — Cleaning and hospitality crews dressed in yellow shirts started patrolling the resort area April 1 and will continue through summer.

13NEWSNOW

VIRGINIA BEACH

Get paid to make a difference: Virginia Beach rolls out new Resort-Area Ambassador program

The program currently has about 30 ambassadors who will patrol all 40 blocks of Atlantic Avenue, cleaning as they go.

Author: Allison Bazzle
Published: 11:20 PM EDT March 31, 2021
Updated: 11:20 PM EDT March 31, 2021

VIRGINIA BEACH, Va. — Starting April 1, you'll see a team of people in yellow shirts at the Oceanfront. They are part of the city of Virginia Beach's new Resort-Area Ambassador Program, rolling out just before the summer season kicks off.

Their sole mission is to make your experience better.

The program currently has about 30 ambassadors that will patrol all 40 blocks of Atlantic Avenue, stretching from Pacific Avenue to the bike path. The crews will hyper-focus on the central resort area, from 15th to 25th.

