



May 15, 2025

The Honorable Robert M. "Bobby" Dyer  
The Honorable City Council  
City of Virginia Beach

Honorable Mayor, Vice Mayor, and Council Members,

On behalf of Virginia Beach Vision, we are writing to express our strong support for continued investment in action sports tourism at the Oceanfront, including the strategic use of Tourism Investment Program (TIP) funding for projects that will attract net new visitors to our city.

Sports tourism is a proven economic driver. According to a recent study by the Virginia Tourism Corporation, sports tourism in Virginia generated \$2.7 billion in direct spending in 2022, marking a 12% increase from the previous year. Notably, the Coastal Virginia Region, which includes Virginia Beach, accounted for \$718 million of this spending, reflecting an 8% year-over-year growth.

The feasibility study conducted by Victus Advisors in 2023 and 2024 reinforces the opportunity to expand action sports tourism infrastructure in our region. Their findings identified unmet demand for additional venues capable of hosting regional and national tournaments and events. These venues would help Virginia Beach capture more year-round tourism and enhance the city's competitive positioning in the sports tourism market.

Strategic investment in Oceanfront sports facilities will also complement the exciting development of Atlantic Park. Together, these assets will diversify the Oceanfront experience, support local businesses, and enhance the city's appeal to visitors and residents year around.

TIP funding is well-suited to support sports tourism projects. It aligns with the program's goals of attracting new tourism, expanding shoulder-season activity, and delivering strong returns on investment through visitor spending. These are exactly the types of high-impact projects TIP was designed to support. They not only grow tourism but also help replenish the TIP fund over time through increased revenue generation.

We respectfully urge City Council to prioritize action sports tourism at the Oceanfront in its long-term tourism strategy and allocate TIP resources accordingly. This is a timely and forward-looking opportunity to grow Virginia Beach's economy, create jobs, and strengthen our position as a premier destination.

Thank you for your thoughtful leadership and continued commitment to our city's success.

Respectfully,

Scott D. Miller, Ph.D.  
Chair, Board of Directors

Laura Chalk  
Executive Director and CEO

Cc: Patrick Duhaney, City Manager